

HANDMADE in Britain

Marketing and Communications Manager – Maternity Cover, Handmade in Britain

Handmade in Britain is regarded by exhibitors and visitors as one of the leading organisers of retail events in the UK contemporary craft calendar. With annual visitor figures exceeding 15,000, our events are an essential highlight of the UK's craft portfolio for designer-makers, collectors, industry professionals and craft enthusiasts. Handmade in Britain is seeking a creative and highly organised Marketing and Communications Manager to join its small, friendly team as maternity cover from February - November 2019.

The post-holder will work closely with the Creative Director to implement the marketing and communications strategies for Handmade in Britain's online marketplace and 2019 programme of events.

This role will suit an individual with notable marketing skills (minimum of two years' experience), gained through working in an arts or events environment, and ideally with experience of PR and project management. The post holder will need strong organisational and time management skills, and the ability to adapt to a wide variety of challenges.

This is a freelance position for three/four days per week (workload depending) from February to late November 2019, working predominantly from our offices in London, Waterloo. Additional hours may be required during events and busy periods. This position is paid at £100 per day (freelance).

Responsibilities:

- Plan and implement marketing campaigns to promote the events and online marketplace
- Plan and implement PR campaigns to raise the profile of the events and online marketplace
- Draft copy for press, website, email, social media and print
- Manage all social media and digital communications
- Work with the Creative Director and Graphic Designer to develop all digital and printed marketing material
- Manage website using Wordpress
- Liaise with exhibitors in the lead up to events and artists selling through the online marketplace
- Maintain relationships with partners and source potential new contacts
- Manage interns and events staff
- Key holder responsibility

Essential requirements:

- Experience in a similar marketing position (minimum two years' experience)
- Excellent communication and interpersonal skills
- Dynamic, enthusiastic and reliable
- Creative copywriter with experience of communicating with audiences across a variety of channels
- Experience using a CMS, ideally Wordpress
- Social media management in a professional capacity
- Excellent IT skills; Microsoft Office, Google Drive, databases, basic photo editing
- Passion and enthusiasm for the industry
- Ability to work to and meet tight deadlines
- Proofreading skills and keen attention to detail
- Ability to work well in a small team

Desirable:

- Experience of managing staff
- Knowledge of craft and design
- Understanding of SEO and basic html skills

Position advertised	Wednesday 5 December 2018
Deadline for applications	Monday 7 January 2019, 10am
Interviews	Monday 14 January 2019
Desirable start date	Tuesday 26 February 2019 (with a handover taking place either late January or early February)

To apply for the position please send your CV along with a covering letter to nicola@handmadeinbritain.co.uk with the subject line: 'Marketing and Communications Manager – Maternity Cover Application'

Unfortunately, due to a high volume of applications, we may not be able to respond to unsuccessful applicants. If you have not heard from us by Friday 11 January, please assume that your application has been unsuccessful on this occasion.

For more information about Handmade in Britain visit: www.handmadeinbritain.co.uk