

Job title: Marketing Co-ordinator, Craft Potters Association, London

Hours: 2.5 days per week

Salary: £25,000 per annum pro rata

Employment type: One year contract, renewable

Location: The Contemporary Ceramics Centre, 63 Great Russell St, London WC1B 3BF

Employer: Craft Potters Association, Contemporary Ceramics Centre, Ceramic Review Publishing

DESCRIPTION

This is a new role in a successful and financially independent central London arts organisation. Our activities include a busy gallery, long-running and expanding magazine and major live ceramics events. We have a strong and rapidly growing audience on social media and increasing attendance at our events, up 50% between 2016 and 2017. We are seeking a Marketing Co-ordinator to help us take this further by reaching audiences that are new to us while cementing our connection with those we already know.

You will work across our whole organisation whose activities cover gallery exhibitions, offsite shows and magazine publication. You are also part of the front face of the organisation, representing us at exhibitions, ceramics fairs and private views.

Occasional evening and weekend work will be required as well as occasional travel; time off in lieu is offered along with a travel allowance. We also offer a generous 32 days holiday a year pro rata including public holidays.

You will be supported by team members and external freelances as required and work at our offices opposite the British Museum in Bloomsbury. You will work to and be supported by the Business Manager. An amount of home working will be considered.

Key Duties

- Engage and build our community both online and offline
- Consolidate and enact the marketing strategy for the Contemporary Ceramics Centre (gallery)
- Devise and implement marketing strategies and advertising campaigns and for our other work
- Use analytics to understand our audience and target new ones
- Develop ideas with the rest of the team
- Submit listings and maintain our public profile
- Pitch to media contacts for feature and review coverage
- Work with the team to organise events
- Manage our presence at external events and allocate the events team
- Co-ordinate *Ceramic Review's* media partnerships
- Create press releases and newsletters
- Manage the advertising budget and ensure ads are targeted and relevant
- Where required work on other public facing elements of the organisation such as websites, publications etc.

PERSON SPECIFICATION

You are an enthusiastic self-starter, able to look at a situation, work out what's required, make a plan and implement it.

You are able to write seductive copy, choose images and work with graphic designers to produce punchy and effective marketing.

You have knowledge of the marketing channels available and ways to use them: social media, mailing lists, advertising, videos, print publicity, partnerships.

You are friendly and flexible, able to listen and learn and to work with a broad range of stakeholders on a wide variety of projects.

Experience / skills required:

Essential

- An enthusiastic work ethic, including the ability to work alone and manage your own time
- Ability to create marketing and press copy
- Ability to edit other people's copy into an attractive result
- Ability to curate attractive marketing materials, from newsletters to print publicity, videos and social media posts
- Ability to work with and manage other staff, freelancers and suppliers
- Ability to create and work to a budget
- Minimum two years experience of marketing – can be as part of a broader brief (e.g. running your own arts or crafts organisation)
- Ability to analyse evidence and feedback to inform your activities
- Confident computer skills, including basic photo-editing and layout, e-newsletter formatting, Microsoft Office
- Strong negotiating skills
- Accuracy and attention to detail
- A UK driving licence
- A sensitivity to good branding
- A love of the arts

Desirable:

- Familiarity with Wordpress and other website backends
- A knowledge of and love of ceramics or crafts in general
- A relevant contacts book

ABOUT US

The Craft Potters Association is a trade organisation that has been representing and promoting the best makers in British studio ceramics since 1958, and today is the UK's largest and most diverse ceramics community. With a membership of over 1,000, the CPA links a huge network of ceramists, collectors and enthusiasts from across the country. We are not for profit and owned by our members.

We run the Contemporary Ceramics Centre, our central London gallery opposite the British Museum, along with three major UK ceramic selling fairs, and every other month we publish *Ceramic Review* magazine, the leading voice in international ceramics, established in 1970; following a new look in early 2015, our subscriptions are rising and we have an expanding readership. The gallery operates at a profit selling work by our members and mounting monthly exhibitions by top ceramicists.

The organisation as a whole has had a successful two years with increased sales in the gallery, subscriptions in the magazine and membership of the Association. We are financially independent and not reliant on any grants or external funding.

We aim to treat our employees fairly and be open-eared and egalitarian.

HOW TO APPLY

Please send the following:

1. A CV
2. A letter of maximum two sides of A4 outlining your suitability for and interest in the position
3. One or two pieces of marketing (links are acceptable) for which you have been responsible in some way – it could be a flyer, website, press release, Facebook page, video, newsletter, business card etc. relating to any area of activity, not just arts or crafts.
4. 200 words of promotional copy for an exhibition by ceramic sculptor Matthew Chambers

To tobybrundin@ceramicreview.com by **midnight on 4 December 2017**

For further information please contact tobybrundin@ceramicreview.com or visit <https://www.craftpotters.com/>