

Marketing Manager Craft Potters Association, London

JOB DETAILS

Hours: 4 days per week

Salary: £29,120 per annum pro rata

Employment type: Permanent

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

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

DESCRIPTION

As the only specific marketing role in our small business (12 employees, 3 freelance) you will have a broad brief across a diverse organisation, with a lot of autonomy and the chance to implement your own ideas. This position will suit someone with great ability, initiative and imagination seeking to build their experience and portfolio.

As our marketing manager you will:

- know your way around Facebook and Google Adwords and Adsense backends, lookalike audiences, and how to analyse the data to make sure we're using our assets effectively
- use your aesthetic sense to work with graphic designers, photographers and web programmers to generate beautiful and persuasive print and digital marketing material of the highest standard
- write approachable informed copy designed to sell ceramics, invite audiences and seduce new buyers for print publicity and mailouts
- use statistics and analytics to get to know our audience and understand better how to grow it
- be confident around IT, Google problems when you find them and engage with the tech support on chat
- go and find the information you need to build great stories, consulting our gallery manager, magazine editor and interviewing the makers themselves
- Care about our brand and what we do, and be thinking constantly about how we can amplify and enhance it

We are the UK's primary force in handmade ceramics, more than 60 years old, on a great financial footing and with a growing audience. You'll be involved in our gallery, Contemporary Ceramics, and its successful new COVID-beating online outlet, but you will also work with our expanding profile of live events around the country and *Ceramic Review*, our print and digital magazine and our membership of 1,600-plus ceramic artists and enthusiasts.

Occasional evening and weekend work will be required (two or three times a year) as well as occasional travel; time off in lieu is offered along with a travel subsistence payments, plus overtime payment for weekend work.

We have offices below our gallery in Great Russell Street, directly opposite the British Museum in the heart of Bloomsbury, and you will be working surrounded by beautiful objects at the centre of an inspiring creative business. Some remote working will be possible by agreement.

You will report to the Director and collaborate with other staff. The role does not carry any downward line management responsibility.

Benefits

Central London premises in an attractive environment

Casual dress

Flexible hours

20 days holiday a year *pro rata* plus bank holidays

Industry and general training support options

Participate in out of office events such as our ceramic art fairs

Ability to shape the role

KEY DUTIES

- Engage and build our community both online and offline
- Act as the CPA's overall brand steward
- Devise and implement marketing strategies and advertising campaigns for our
- work
- Use analytics to understand our audience and target new ones
- Work with designers to develop persuasive marketing materials
- Submit listings and maintain our public profile
- Pitch to our media contacts for feature and review coverage
- Organise marketing-linked events
- Create press releases, mailouts and newsletters
- Manage the advertising program and ensure ads are targeted and relevant
- Where required work on other public-facing elements of the organisation such as websites, publications, etc.
- **This role does not involve any social media work**

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, while respecting the legacy of the brand.

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 and edit marketing and press copy
- Ability to work with designers to curate attractive marketing materials, from print publicity to Mailchimp campaigns
- Ability to work with and co-ordinate other staff, freelancers and suppliers
- Minimum two years' experience in marketing – can be as part of a broader brief
- Ability to analyse evidence and feedback to inform your activities
- Confident computer skills
- Strong negotiating skills
- Accuracy and attention to detail
- A sensitivity to good branding and aesthetics

Desirable:

- Familiarity with Wordpress, Mailchimp and other website backends
- Familiarity with Facebook Ads Manager, Google Adwords & Adsense
- Knowledge of photo-editing and layout software
- A knowledge of and appreciation for ceramics or crafts in general
- A UK driving licence

ABOUT US

The Craft Potters Association is a co-operative of makers that has been representing the best makers in British studio ceramics since 1958, and today is the UK's largest and most diverse ceramics community. The CPA links a network of ceramists, collectors and enthusiasts from across the country. We are not for profit and owned by our members. We are financially independent and not reliant on any grants or external funding.

We run Contemporary Ceramics, our central London gallery opposite the British Museum, selling work by our members and mounting monthly exhibitions by top ceramicists. Founded in 1960, in 2020 the gallery launched [an online shop](#).

Every two months we publish *Ceramic Review* magazine; the leading voice in international ceramics since 1970 with healthy subscriptions and a fast-rising online profile.

We run three major UK ceramic selling fairs, which have seen rapid rises in audiences over the past few years.

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

To apply, please send the following:

1. A CV
2. Two pieces of marketing (links are acceptable) for which you've been responsible in some way – it could be a website, press release, Facebook page, video, newsletter, etc.
3. **Optional** covering letter if you wish to point out in more detail your suitability for the role.

To office@ceramicreview.com