

**Crafts Council
Recruitment**

**Digital Manager
October 2020**





Image credit: Sophie Mutevelian



About us

Crafts Council is the national charity dedicated to advancing craft in the UK and beyond.

We believe that craft skills and knowledge enrich and uplift us as individuals and in doing so will change our world for the better.

Established by Royal Charter in 1971 we are supported by Arts Council England as well as through fund raising; and earned income activities.

We inspire making, empower learning and nurture craft businesses at a time when the public's interest in making has never been more popular.

Society has faced unprecedented challenges this year and craft has shown its value from the many volunteers making scrubs for the NHS through to the rise in craft making at home during lockdown. Yet craft businesses have suffered a drastic loss of income and need our support.

Our priorities are to promote social justice through craft and support economic recovery in the sector. Our own organisational resilience and creating impact nationally and internationally, is key to achieving these aims. With our new public space for craft opening later this year and our fiftieth anniversary in 2021 this is a really exciting time to join the team.

Overview

Job Title

Digital Manager

Salary

£28,000-£32,000 depending on experience

Contract type

Full time, we are open to flexible working arrangements

Reporting to

Head of Communications

Working with

Marketing and communications, insight team, editorial, development, Collect Fair team

Location

We are based in Islington, London. The role will primarily be worked from home while the office remains closed due to the Coronavirus pandemic.

Who we are looking for?

We are looking for a Digital manager that can oversee the stability, growth and development of our website and connected digital platforms.

You will be excellent at creating excellent digital content and will have had responsibility for maintaining and developing a website in-house, preferably for an organisation that values logical and creative functions– we want an analytical and data driven professional who understands the importance of a strong image, beautiful design & engaging content to grow an audience.

The role sits within and supports the marketing and communications team, building audiences for the Crafts Council's charitable programmes, fundraising campaigns and commercial products; including our magazine, Crafts, and our annual international fair Collect. The Digital Manager supports engagement with audiences, developing user journeys through the site that can lead to conversion across all areas of activity; including email sign ups, magazine sales and subscriptions, ticket bookings and donations.

Duties & Responsibilities

In addition the role is responsible for the regular analytical reports that provide insight to the wider content team and for monitoring and developing search engine optimisation across the website and other Crafts Council digital platforms. The Digital Manager acts as internal expert and advisor, supporting colleagues across the organisation to develop and optimise digital content for their specialist audiences as well as supporting the delivery of public audience campaigns.

The role is responsible for managing contracts and relationships with our web agency, third party software providers and hosting providers to ensure smooth and effective delivery of the website and other digital platforms.

Main responsibilities are to:

- Plan, develop and track user journeys that can support key areas of activity – increasing sales, growing event registrations, building fundraising appeals and increasing donations
- Plan, prioritise and manage a cycle of ongoing & new website developments
- Ensure the website runs smoothly and offers an excellent user experience
- Provide robust data reports to inform organisational decision making
- Use google analytics and data insight to inform digital activity
- Ensure that user experience is regularly evaluated and feedback incorporated into the planning process
- Manage & track any supporting digital advertising activity – adverts, pay per click, and across associated platforms





Image credit: Iona Wolff

Main duties are to:

- Manage working relationship with digital agency and any other external partners
- Maintain & share all reporting and insight with teams on a regular basis, including providing data for stakeholders and funders
- Support teams to ensure best practice on content creation, editing and promotion
- Maintain and manage all third party software licenses and accounts connected to the website
- Ensure that SEO is fully optimised and is supporting audience growth
- Troubleshoot website bugs and issues
- Ensure that we are using the content management system to its full potential
- Sit as part of the insight working group, using digital insight to inform wider organisational activity

General

- A strong commitment to accessibility, ensuring that we are adhering to digital best practice
- Assist in developing and maintaining effective team work across Crafts Council
- Be flexible within the broad remit of the post
- Continuously seek ways to improve personal, team and business performance
- Attend and participate in Crafts Council performance, development and training programmes
- Ensure that you comply with all Health and Safety regulations and safe working practice as required by current legislation and the Company's Health and Safety Policy and practices
- Understand the importance of Equality & Diversity in the work place.
- Promote the highest level of customer service at all times

This position may include occasional evening and weekend work.



Person Specification

Essential

- Experience of website management in an in-house role
- Experience and understanding of Search Engine Optimisation
- Demonstrable experience of using google analytics
- Proven experience of producing meaningful insight and data reports for non-technical staff
- Knowledge of data protection issues and GDPR compliance and how these relate to digital communications
- Experience of e-commerce solutions, and integrations with social media platforms
- Collaborative, open, able to work across teams on specific projects and contribute effectively
- Willingness to learn and keep abreast of digital developments.
- Ability to present data and insight in a way that engages and supports the knowledge of non-technical staff
- Experience of using Microsoft Office and design packages such as Adobe Photoshop and InDesign

Desireable

- Experience of using wagtail, mailchimp, salesforce, eventbrite
- Understanding of project management principles
- Demonstrable understanding of digital accessibility best practice
- Experience of using donorbox (or similar) donation software
- Experience of using software to test and evaluate user experience
- Experience of running a website that services multiple audiences, ideally with experience of using customer segmentation models
- An interest in contemporary art craft and design
- Willingness to work remotely and flexibly as required



Image credit: Christopher Proctor



Guaranteed Interview Assessment

We operate a Guaranteed Interview scheme. This means that we guarantee to interview any disabled applicant, and/or any applicant who identifies as B/black, Asian and ethnically diverse, whose application meets the essential criteria for the role.

The previous pages detail the essential and desirable requirements for the post. For scoring purposes, Crafts Council will use the following ratings:

1. No evidence
2. Little/some evidence
3. Good evidence
4. Excellent evidence

To be invited to interview under our Guaranteed Interview Scheme, applications must meet the minimum criteria for the role. This is 65% of the shortlisting score across all essential criteria.

A minimum of two individuals will assess all applications, they will separately score all answers 1-4. The results are then converted into an overall percentage score and if this is equal to or more than 65% the candidate applying under Guaranteed Interview Scheme is invited to interview. However candidates scoring 1 in any of the essential criteria will not be invited to interview.



Benefits Package

We offer a number of benefits including:

Pay

We are committed to paying above the London Living Wage, therefore we offer competitive salaries with annual reviews.

Pension

Our pension scheme includes generous employer contributions. If you contribute 3%, we'll contribute 7%.

Holiday

We appreciate that regular holiday is essential for you to be at your best. Our staff enjoy 25 days of annual leave plus bank holidays. This increases by one day a year (after five years of service).

Sick pay

We don't want you to worry about money while unwell, so we offer a generous sick pay scheme – giving up to 65 days basic pay in any rolling 12-month period.

Flexible working

We understand that our staff don't leave their home life at the door! As such, we offer flexible working hours, give team members a paid day off if they move home and offer everyone an additional five days of paid leave a year for home care emergencies.

Season ticket loan

After your first six months, you can apply for an interest-free season ticket loan to cover the cost of a travel season ticket.

Cycle to work scheme

We help you save money on purchasing your bike and accessories.

Family Leave

We are fully committed to helping our working parents achieve a work life balance, and encourage all staff to take leave during the early weeks following birth or adoption. As a result we have a very generous company maternity, adoption and paternity policies paying up to 16 weeks of additional pay.

Employee assistance programme

We are committed to our team's wellbeing and provide them with an online source of self-help and wellbeing information on a wide range of topics, focused on helping them lead and maintain a healthy lifestyle.

How to Apply

If you feel that you have the qualities to make a difference and the desire to help build a stronger organisation, then we are very interested in hearing from you.

To apply please go to: www.craftscouncil.org.uk/about/working-here

Deadline: 5pm Monday 2 November 2020

Interviews will be held virtually on Thursday 5 November 2020

Crafts Council is proud to be an equal opportunities employer and we seek to recruit, develop and retain a team fully representative of the diverse community we work with. We fully support Access to Work applications.

To apply for the role, you must be eligible to work in the UK - Crafts Council is not a sponsoring Organisation.

Access

We welcome applications in written, audio or video formats. To submit applications in an alternative format, or to request information in an alternative format please email recruitment@craftscouncil.org.uk or call 020 7806 2523

If you would like more information about accessibility before applying, please see the guide we have [here](#).

