



Manchester Craft & Design Centre

Marketing and Digital Officer (Maternity Cover)

12-month fixed-term position

Manchester Craft & Design Centre
17 Oak Street
Manchester
M4 5JD

t: 0161 832 4274

e: contactus@craftanddesign.com

w: www.craftanddesign.com



MCAD is Manchester's space for craft, community and making

We have an exciting opportunity for a Marketing & Digital Officer to join our team. We are looking for candidates with significant experience of arts and / or retail marketing, excellent communication and project management skills, and a resourceful and entrepreneurial approach.

Our vision

We promote craft in all its forms, expanding the definition and relevance of craft for *everyone*. We nurture and develop emerging and established talent, support viable creative careers, and showcase innovative and ambitious craft practices.

MCAD is a place of enterprise, production and creativity and reflects the rich diversity of Manchester's 21st century communities. We welcome everyone to experience and engage with making and our creative community. We safeguard a space for everyday creativity in the heart of the Northern Quarter and look outwards beyond our building.

Our organisation

Manchester Craft & Design Centre is located in a glorious former fish and poultry market in the city's thriving Northern Quarter. A registered charity and Arts Council National Portfolio Organisation (NPO), for over 40 years we've been home to some of the region's most talented independent designers and makers. Selling textiles, jewellery, accessories, ceramics, glass, prints and homeware, each of the 20 studios offers so much more than just a shopping experience – it's a place to be inspired and to connect with the world through making. We play a significant role for craft in the Northwest and nationally.

Our exhibitions and curated events programme promote local, UK and international craft and design. The building is open to the public six days a week and provides unprecedented access to incredible practitioners and their processes, is a safe creative space for our neighbours to meet and participate and allows creative businesses to thrive within a supportive community.

Our strategic objectives are to:

- 1) Create space and activities for craft and community to flourish
- 2) Nurture and celebrate the talent of practitioners and makers
- 3) Be a powerful advocate in our sector and to funders for craft and making
- 4) Ensure financial, social and environmental sustainability for MCAD

Our values

All of our work will be developed through the lens of equality and environmental sustainability. These are intrinsic values placed at the heart of our decision-making.

Welcoming

We welcome all who wish to visit, work and learn with us. We create spaces that are vibrant, social and safe. We base our plans on listening to our key constituencies, creatives and diverse communities and pursue ways to make our work more useful and relevant to more people. We actively seek to remove barriers to participation and leadership for those who might be excluded from our programmes, activities, staff team and governance.

Transparent

We behave with integrity and accountability around our decisions, programmes and strategies. We passionately believe in equality of opportunity and the value of craft and making in the world today. We look outwards for partners and projects with shared values.

Supportive

Our approach is compassionate and people-centred, in our dealings with our creative community, staff, audiences and collaborators. We work towards shared wellbeing with everyone we encounter. We embrace our civic role to take action on social injustice and climate change and improve our local area.

Empowering

We seek to inspire and support creative and sustainable ways of living and working. We create opportunities for visitors to experience and participate in the positive power of making. We support creative careers and skills development, particularly for those with the least advantage and opportunity.

Vibrant

We support artistic, creative and entrepreneurial risk. We are confident and capable of making change. We are an innovative, listening and learning organisation, accumulating and embedding knowledge. We are energetic and well networked, generous in sharing our learning, and actively advocate for our sector.

Our future

Following a period of consultation with audiences and communities in 2022, the development of a new strategy and continuation as an Arts Council National Portfolio organisation, we are carefully reviewing our activities to create a truly relevant MCAD for the future. We are changing how we do things; starting to be more dynamic with our approach to creative entrepreneurialism and creating a space that invites all to experience the intoxicating joy of everyday craft.

Having been a keystone in the regeneration of the Northern Quarter, we continue to make a major contribution towards the growth of Manchester's cultural vitality. We are working with

MCC to make our current premises more fit for our direction of travel and exploring the feasibility of a capital transformation which will be directly underpinned by our values and ambition.

The Marketing & Digital Officer will have full responsibility to lead on marketing, audience development and communications for Manchester Craft and Design Centre. This is a key role and offers an opportunity to plan and implement campaigns aimed at growing MCAD's customer base and profile as a unique arts and retail venue in the city. Delivering projects which continue to diversify our audiences, engage a wider community in craft and design activities and events, strengthen our identity and widen our reach creating further opportunities.

How to apply

If this sounds like the role for you, please send an **expression of interest** which captures your skills and experiences (no longer than 2 sides of A4 paper or 5 minutes video/audio format), aligning them to the person specification and a current copy of your **CV** to contactus@craftanddesign.com

If you require more information, or have any queries please email contactus@craftanddesign.com or/and come to our **Marketing & Digital Officer Open session on the 18th of June between 2pm and 4pm**, just pop us a message to let us know you are attending.

Closing date for applications: 24th June 2024 at midday

Interviews: Week commencing 1st July 2024

Job role to commence: Mid-September 2024



Marketing & Digital Officer Job Description

| | |
|-----------------------|--|
| Position | Marketing & Digital Officer – Maternity Cover |
| Salary | £25,157 (35 hours) per week |
| Responsible to | Creative Director |
| Employer | Manchester Craft & Design (MCAD) |
| Term | Fixed Term: 12-month contract, commencing mid-September 2024 |

Purpose of the post

Lead on all marketing, audience development, external and internal communications for Manchester Craft and Design Centre.

PRINCIPLE DUTIES

Strategy, research, planning and reporting

- Implement MCAD's Marketing and Audience Development Strategy, using market intelligence and consumer research.
- Plan and manage the marketing budget to maximise value for money and deliver significant outcomes including growing and broadening audiences for all MCAD activities.
- Regular reporting of financial and planning information to the Creative Director.
- Plan and project-manage marketing campaigns to promote customer growth and broaden audiences for exhibitions and events.
- Devise and implement audience research and development initiatives in line with target audiences.
- Deliver marketing and digital communications through up-to-date knowledge of commercial marketing/communications practice and developing trends in retail.
- Support MCAD's resident artists to grow their businesses through marketing advice.

Digital communications

- Lead responsibility for MCAD's website.

- Managing all social media accounts, creating content for Instagram, Twitter, and Facebook and maintaining and growing an active audience.
- Plan, develop and update content for the MCAD website and digital campaigns to maximise SEO and selling opportunities.
- Planning, content development and delivery of regular cycle of email newsletters.

Customer Relationship Marketing

- Develop MCAD's audience intelligence, working with Arts Council England's Illuminate system.
- Oversee the growth and monitoring of MCAD's customer databases, mailing lists and visitor attendance figures.

Customer care

- Responsible for the Centre's 'front of house' appearance, including signage.

Print management

- Project manage the design and production of promotional materials and advertising using external agencies and in-house resources ensuring materials are produced to time, to budget and to optimum quality.
- Brand guardian for MCAD's brand across all platforms – digital, print, advertising and ambient signage ensuring consistency and quality.

Event management

- Co-ordinate promotional activities including exhibition launches, seasonal events, occasional fundraising events and external events in collaboration with MCAD team and resident makers.
- Work closely with the Exhibitions & Events Officer on all internal events.
- Liaising with photographers, artists and catering teams for events.

PR and media relations

- Proactively develop regular media coverage for the Centre with national, regional and local media including lifestyle, consumer press, specialist craft press and lifestyle bloggers.

- Co-ordinate press information, images and interview requests.
- Engage and manage relationships with advertising agencies / freelancers extracting maximum value from contract.

Development

- Support the development of new opportunities for MCAD including campaigns, venue hire and partnerships.

Collaborative working and advocacy

- Develop and maintain good internal relations with MCAD resident makers including trading surveys, news updates, and attending occasional resident makers' meetings.
- Work closely with the maker team to promote workshops and activities.
- Liaise and collaborate with resident makers on joint marketing initiatives and convene Marketing Group meetings.
- Play a key advocacy role with external organisations and contacts such as Manchester City Council, Arts Council England, Visit Manchester, journalists, funders, sponsors and HE/FE organisations.
- Attend relevant meetings, conferences and events and actively raise the profile of MCAD.
- Liaise with stakeholders, including MCAD resident businesses, staff, customers and board members.
- Attend quarterly meetings of MCAD's trading arm (MCAD Enterprises) to develop commercial activities.

Other duties

- Assist with the day to day of centre and office life, including admin.
- Key holder responsibilities for the Centre premises, including alarm call out duties.
- Management of key supplier accounts such as digital agencies, graphic designers, print distribution companies and PR agencies.

Equal Opportunities

- Understand and apply the principles of Equal Opportunities.
- Actively contribute towards diversifying MCAD's audiences.

PERSON SPECIFICATION

We recognise we currently under-represent people of Global Majority, d/Deaf and Disabled people, and those with intersecting identities in our workforce and on our board; MCAD is actively working to address this and encourages applications from these backgrounds.

Essential:

- Experience in a similar role, preferably within arts or retail marketing.
- Experience of developing and managing strategic marketing projects.
- Experience of strategic website development and familiarity with online selling techniques.
- Experience of using WordPress or similar CMS system, Mailchimp, CRM systems, Photoshop, Microsoft Office.
- Experience of digital marketing techniques, social media and analytics.
- Understanding of audience development and segmentation.
- Excellent copywriting and proofreading skills, and experience in writing persuasive press releases.
- Established track record of developing strong media contacts and attracting publicity.
- Great written and oral communication skills and confidence in communicating with a wide variety of people.
- Strong organisational skills, ability to plan and prioritise work and fulfil administrative duties.
- Good working knowledge of data protection legislation.
- Excellent I.T. skills.
- Good level of numeracy skills to be able to administer and monitor budgets.
- Strong eye for design and experience of commissioning artwork and print.
- Numerical, analytical and report writing skills.
- Willingness to take on a wide variety of tasks.
- Ability to work as part of a team and work under pressure.
- Open commitment to the principles of equal opportunities and the creative case for diversity.
- A flexible approach to working hours, including evening work, regular weekend work and travel off site.
- Ability to identify and implement innovative solutions to problems.
- Tact and diplomacy in all interpersonal relationships with both users of the building and external agencies and contacts.
- Knowledge and awareness of relevant legislation such as the Health and Safety at Work Act, and the principles of Risk Assessment.

Desirable:

- Knowledge of and keen interest in the arts / craft and design / retail sector.
- Understanding of the not-for-profit / charitable sector