

London Craft Week Marketing Manager

Contract: Full-time / permanent
Probationary period/notice: 3 months

Location: Central London

Reports to: Managing Director

London Craft Week

Returning for its eighth edition from 9-15 May 2022, London Craft Week (LCW) is a city-wide festival celebrating exceptional craftsmanship from around the world.

A unique cultural and commercial platform, LCW presents a rich and varied programme, telling the stories behind some of the world's most beautiful objects – the material, the maker, the process and the inspiration.

London Craft Week brings together established and emerging artist-makers, iconic, heritage, contemporary and luxury brands, studio groups, collectives and galleries, with a large discerning audience.

We work closely with partners to shape persuasive activations, connecting them with new and existing customers.

London Craft Week is an independent, not-for-profit organisation.

About Create Day and Cultural Capital

Create Day is digital initiative featuring artist-maker-designers in short-form films and live streams, sharing a key moment in their creative process with a worldwide audience. Presented in real time over 24 hours, with exclusive content, it featured over 300 makers from 59 countries in 2021.

Cultural Capital is a new initiative that offers independent knowledge, original perspectives, life-enhancing experiences, for those passionate about beauty, objects, art-craft-design, food, travel and special things.

Cultural Capital presents live and digital activations, editorial and e-commerce opportunities for curious consumers.

PERSON SPECIFICATION

We are looking for an outstanding candidate for this important role.

- You will be an integral part of a small but growing team working on a dynamic and ambitious series of events and initiatives
- You will have experience across the marketing mix with strong digital skills.
- You will demonstrate an understanding of the commercial and creative objectives of London Craft Week's programme partners and sponsors.
- You will understand the 'bigger picture' while engaging at scale with the detail.
- You will operate strategically at a high level while concurrently implementing your plans.
- Your digital experience will allow you to optimise campaigns and maximise the impact of content assets.
- Your digital experience will encompass planning and delivering multi-channel customer acquisition strategies.
- You will work with flexibility, energy and commitment.
- You will have strong interpersonal skills with the ability to 'read' situations and individuals.
- You will be confident, authoritative, tactful and diplomatic.
- You will balance intuitive and reasoned decision-making.
- You will initiate and manage relationships with an international network of leading stakeholders including makers, brands, publishers, members clubs, hotels, concierge services, museums, cultural organisations and embassies.
- You will have a keen interest in the work of London Craft Week, craftsmanship, art and design, and in the luxury fashion, retail, arts and cultural sectors more broadly.

KEY RESPONSIBILITIES

Core

1. Develop, manage, and implement the marketing strategy for the business working closely with the Managing Director.
2. Manage the design and production of the London Craft Week Guide including sub-editing, proofing, securing competitive print quotes and ensuring timely delivery and distribution.
3. Manage the production, distribution and installation of other printed collateral and signage.

4. Build audiences (live and digital) for LCW, for Create Day and Cultural Capital initiatives; ensure visitor quality, relevance and efficient data capture.
5. Develop and implement a VIP/influencer strategy.
6. Develop new media and promotional partnerships, exploring collaborative opportunities, and print and digital contra agreements.
7. Work closely with the London Craft Week team to maintain existing relationships with a wide range of partners, organisations and individuals.
8. Manage relationships with the design agency, PR agency, web developers and printers.
9. Manage paid and contra advertising ensuring targets are met; liaise with advertisers to ensure timely delivery of copy.
10. Support the Managing Director and Head of Programme and Content to: identify new sponsors; help manage existing sponsor relationships; manage marketing deliverables for sponsors.

Web/Digital

1. Manage the continuing development of the London Craft Week, Create Day and Cultural Capital websites ensuring high-level customer experiences and functionality .
2. Maintain and update websites as new information or imagery becomes available using the CMS.
3. Develop partner/exhibitor portal on LCW and Create Day websites.
4. Process and edit images for use across London Craft Week and Create Day platforms.
5. Working with the Head of Programme and Content, develop a year-round narrative and content plan covering newsletters, websites and social channels
6. Develop a trusted and distinct 'voice' with a focused editorial plan that is clearly differentiated from major competitors.
7. Create a newsletter schedule, manage copy, co-coordinate content, evolve the design and ensure timely publication.
8. Develop and implement strategic, multi-channel social media campaigns and report on impact/engagement.
9. Extend digital reach and build newsletter subscriptions and social followers.
10. Commission film and audio content for multiple channels.
11. Support the Head of Programme and Content and Managing Director in monetising written and multi-media content, up-selling opportunities to programme and event partners and identifying new advertisers and sponsors.

CRM/Data

1. Lead on web, digital, social and CRM development ensuring the business gains maximum advantage from content and data.
2. Manage all data and CRM, including data migration and integration.
3. Ensure data security and compliance with GDPR.
4. Working closely with the Managing Director and Head of Programme and Content, build VIP, Influencer, HNW and Collector data.

PR

1. Act as the main point of contact for the PR agency.
2. Co-ordinate the scheduling of interviews, film and photography as required.
3. Liaise with the PR Agency as necessary on press briefings, tours and other relevant events.
4. Co-ordinate content for press releases.
5. Ensure visual assets are used strategically across multiple channels to achieve cut-through.

Research

1. Liaise with the market research agency to review and update visitor and partner questionnaires.
2. Develop a strategy to maximise survey response rates using newsletters, social media and print.
3. Working with the London Craft Week team and the market research agency, brief volunteers to conduct timed visitor counts and to record anecdotal feedback.
4. Ensure a structured approach to marketing attribution to inform marketing planning.
5. Develop and implement a programme of AB testing and optimisation, refining content and building engagement.
6. Develop a learning, feedback and improvement loop.

ESSENTIAL SKILLS AND EXPERIENCE

- At least 4 years marketing management experience with a track record in a similar arts/events/festival/publishing/luxury environment
- Strong understanding of digital and social channels
- Demonstrable experience of print planning and production
- Experience of developing contra and commercial partnerships
- A keen organisational sense with meticulous attention to detail
- A sound 'creative eye'
- Experience of CRM development and CMS for websites
- Strong commercial awareness

- Confidence communicating and working with senior staff from a range of organisations including the art, craft and luxury sectors
- Experience working with a range of software including MailChimp, Mac/Adobe Creative Suite, InDesign, Photoshop and Microsoft Excel/Office
- Ability to manage multiple priorities, work to deadlines and stay calm under pressure
- Strong interpersonal skills with excellent verbal and written communication
- A focus on delivery with the ability to turn ideas into action
- Ability to think clearly and solve problems effectively
- An understanding and commitment to the vision and work of London Craft Week and a passion to play a key role in shaping the company's success

To Apply

Please supply a CV of no more than three pages including your current salary. You should also include a covering letter explaining in no more than 500 words how your skills and experience match the requirements of this role.

Send your application to jonathan@londoncraftweek.com

Closing date for applications is midnight on Sunday 7th November.