

**Crafts Council
Recruitment**

**Collect Project Manager (freelance)
June 2021**





Image credit: Sophie Mutevelian



About us

We are the national charity for craft.

We inspire making, empower learning, and nurture businesses.

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 funded by Arts Council England as well as through fund raising and earned income activities.

Society has faced unprecedented challenges in the last 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 many craft businesses have suffered a drastic loss of income and need our support.

Our goal is to be an impactful organisation that can:

- champion craft and its positive impact on society
- increase levels of craft education at all ages
- grow the market for craft

With our new public space for craft opening later this year and our fiftieth anniversary to celebrate this is a really exciting time to join the team.

The Opportunity

The Crafts Council is seeking a freelance Project Manager to support the Collect Fair Director and team to deliver the 2022 Collect Fair.

About Collect

Collect, international art fair for contemporary craft and design, is an annual live event held in late February, held at Somerset House.

The Crafts Council launched Collect in 2004 to raise the profile of collectable contemporary craft within the UK and internationally.

Its reputation has grown considerably as the preeminent art fair for contemporary craft and, now in its 18th year, Collect continues to be instrumental in growing the market and intellectual value of craft at this level.

The Fair presents some of the very best galleries in the world who represent exceptional craft artists.

The Crafts Council is its founder and organiser, giving Collect credibility, sector authority and leadership with an openness and shared experience that the organisation prides itself in delivering.

Exhibiting galleries commit to over 80% of the work for display having been made in the past five years. Many commission new works to launch at the Fair to maximise this moment for contemporary craft. This keeps the Fair fresh and introduces new work onto the market, allowing collectors visiting the Fair to buy with confidence.

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Exhibiting galleries at Collect are invited to carefully curate a selection of artists' work to complement the stunning grandeur of the rooms at Somerset House.

The presentation of leading contemporary objects in historic buildings is what sets Collect apart. It first launched at the Victoria & Albert Museum and then spent a decade in the prestigious Saatchi Gallery in Chelsea before moving to its new home at Somerset House.

In addition, Collect Open is our annual showcase of ambitious, conceptual, craft-led installations from a selected group of individual artists and collectives. This special group forms an important feature of the live Fair and these exciting projects sit alongside world-class galleries at the Fair. Much work goes into supporting the artists in the six months ahead of Collect to realise their projects and showcase them at Somerset House.



Image: Iona Wolff

Overview

Job Title

Project Manager (freelance)

Fee

£22,500 for a phased delivery across a 12 month period to be paid at key installments during the project:

- Each day's attendance at the Fair is considered one full working day
- The pattern of working is laid out on pages 11 - 20 as an indication but it is at your discretion how you manage your time to get the work completed.
- 4 weeks' notice will be given should the scope of work need to be reduced over the period
- All commissioned third-party costs must be accompanied by a purchase order
- All pre-agreed freelance expenses can be reclaimed up to the value of £500 and this is to include on site accommodation at the fair if needed
- During the engagement you will submit to the Crafts Council an invoice which gives details of the time worked in each of the working stages, the services provided and the amount of the fee payable (plus VAT, if applicable)

Reporting to

Fair Director

Working with

Fair Officer, Market Consultant, Development team

Location

The fair takes place at Somerset House, London. Much of the work in preparation for the fair can take place remotely

Scope of work

The Project Manager is responsible for all operational and logistical elements of the Collect fair.

They will liaise with all major operational stakeholders including the venue and are responsible for cost management and engagement of all operations contractors to deliver the fair. This role is responsible for excellent operational client and visitor experience at the Fair.

The Project Manager will liaise with the Fair Director and Collect Marketing Manager to manage the design agency for the broader creative brief. This role will understand design asset management and oversee the broader creative brief and work closely with the design agency to deliver the design of pre-show VIP invitations, and all on site environmental wayfinding and information graphics.

This role will work closely with the Fair Officer and Market Consultant to account manage exhibiting galleries, Collect Open participants. This role will work to support the Crafts Council Development team for all operational and invitation requirements of the Fair's sponsors and partners.

Early morning and evening work is a requirement throughout the fair's tenancy dates.

Objectives

- Strategic operational planning and delivery of this high-level cultural event
- Build and maintain stakeholder relationships to ensure intelligent and effective cost control is applied to deliver the Fair without compromising quality
- Work closely with the Fair Director, oversee a working budget
- Solutions focussed and creative input into challenges and new initiatives that arise from delivery of the Fair
- Promote the highest level of customer service at all times
- Ensure Risk Assessments and Method Statements are created for the Fair that comply with HSE regulations and safe working practice for delivering live events



Key Milestones

**This runs in three phases starting from April for a 12 month period.
For the 2022 Fair the role will be picking this up towards the beginning of Phase Two.**

Phase One: April - August 2022

Evaluation and pre-planning and strategy for 2023

Phase Two: Aug/Sept - December 2021

Main fair planning and implementation for 2022

Phase Three: Jan - March 2022

Full fair delivery and post show wrap-up

- February 19th – Fair tenancy commences
- February 23/24 Preview Days – 25-27 Fair open to public (COVID permitting)
- March 1 – Fair tenancy ends

Due to the cyclical nature of an annual event, the workload varies across the year with the greatest concentration in the second half of the 12 month cycle. Days allocated to each phase are to give a guide and indication of the workloads required and can be fluid to ensure the work is being completed.

This is also to accommodate for shifts in some scheduling as we continue to navigate the recovery period of the pandemic.

Main Duties

General

- Produce an event Gantt chart/production schedule and liaise with the Collect Fair Officer to ensure it is up to date for each project team meeting
- Liaise with the Collect Fair Officer and Collect Coordinator to produce an agenda for the project team meetings
- Report to the Fair Director with regular updates on the progress of the event regarding the general operations status and risk management.
- Liaise with Fair Officer and Fair Director to ensure the talks programme is on schedule and on budget.
- Attend Core team meetings and Project Team Meetings as required

Phase One: April to Aug 2022

Pre-show planning - 25 days

Budget

- Chase outstanding invoices and work with Fair Director and Fair Officer to reconcile budget financially against all expenditure for most recent edition of the fair
- Work with Fair Director to build new budget for next edition of the fair set against CC targets and business plan
- Liaise with the Fair Director and Finance and Commercial Director in controlling the expenditure budget for the event as a whole
- Work closely with Fair Officer to manage cost control and forecasting
- Work with Fair Director to troubleshoot agile financial scenarios in response to C19 and delivery of the fair

Fair Review brochure

Assist in briefing of design agency to create a digital overview brochure of 2022 Fair in readiness for gallery and Collect Open call for entry and sponsorship cultivation for the 2023 Fair.

Venue

- Key point of contact for all operational venue needs
- Follow up immediate action points from operational 2020 debrief meetings and subsequent updates from Venue post virtual Collect 2021
- Review and make any changes to stand planning for gallery and Collect Open spaces across the fair's footprint
- Review and agree adjusted operational procedures with venue where required
- Arrange regular risk assessment meetings with venue to agree visitor capacities, safety and management responding to Government recommendations for C19

Design Agency

- Arrange design agency debrief and follow up recommendations
- Working with marketing manager, create graphics schedule, brief and contract for design agency for 2023 Fair
- Arrange meetings for creative direction presentations and subsequent photoshoot for 2023 creative campaign

Exhibitors

- Support and contribute to Advisory Panel planning and commence space planning at the venue with team following selection
- Review and update Exhibitor manuals for galleries, Collect Open and sponsors
- Familiarise and learn to use the Survey Monkey Apply online system for exhibitors
- Review, including Exhibitor manuals, for both gallery and Collect Open Survey Monkey Apply programmes. Liaise with Fair Officer to ensure programmes are fully populated ready for exhibitor use
- Liaise closely with Fair Officer to confirm gallery participation for the 2022 Fair (be aware that several galleries will join at later dates across the following months in the run up to the Fair)

Contractors

- Commence initial conversations with major fair contractors to plan for 2022
- Advise and work with Fair Director on engagement schedule of contractors and liaise with Finance and Commercial Director for reviewing any changes to contractors Terms & Conditions in light of C19 that might create liability for us
- Work with Fair Director to create a dynamic risk register/assessment for the fair from Aug 2021 – Feb 2022 identifying different scenarios to respond to potential C19 restrictions



Phase Two: Aug/Sept – Dec 2021

Main fair planning and implementation - 36 days

Operational

- Monitor the deliverables outlined in the fair tenancy agreement and ensure all agreed services and facilities are being provided by the venue
- Work with appointed event management company to manage the logistics of the event including the installation schedule, exhibition wall-build, electrics, hospitality event management, storage and cloakrooms
- Review entry procedure requirements from 2020 learning including but not exhaustive of tickets/ wristbands/hand stamps
- Finalise visitor flow, entry procedure and location of amenities with venue and event management company
- Review Somerset House staffing requirements.
- Commence VIP room planning & implementation
- Work with event management company to review all exhibitor Health & Safety forms and risk assessments prior to the event as required to ensure health and safety standards on site are maintained and compliant
- Work with event management company to oversee and implement additional elements of exhibitor delivery and participation. Including but not exhaustive of 'Permission to Fix', 'additional stand build requirements' etc.
- Review the general event Health & Safety pack issued by event management company and provide feedback on any areas of concern. Ensure Crafts Council has a copy of the event Risk Assessment prior to the Fair commencing

Creative Direction

Manage the relationship/workflow with the design agency for VIP invitations to opening events and on-site signage and environmental graphics. Liaise closely with marketing manager to ensure consistency across collateral and Fair identity.

Invitations and visitor collateral

- Review and assess invitation design and print runs for 2022 event
- Revisit and secure costs of print and mailing fulfillment of invitations with Fair Officer
- Plan for the design and print of simple onsite visitor map/gallery listings/talks programme handout (one piece)

Exhibitors

- Familiarise yourself with the full footprint of the Fair and use previous Fair information to allocate stand space to applying galleries and Collect Open candidates. Liaise closely with Market Consultant and Fair Director to achieve this
- Work with Fair Officer to issue exhibitor stand plans with contracts where possible
- Liaise with and advise Exhibitors on operational queries
- Work with the Market Consultant to ensure exhibitors practical requirements are met where possible including preference for location within the venue
- Liaise with the Craft Business Manager and Collect Fair Officer to project manage the delivery of the Collect Open exhibition from an operational point of view including content management, production and delivery

Sponsors

- Support the Fair Director and Development team to provide information and assistance with sponsorship operational deliverables
- Support Development to bring together costings for any hospitality event integral to a sponsor's partnership and in some cases bespoke invitations



Joanna Bird Contemporary Collections at Collect 2020. Image: Iona Wolff



Phase three: Jan - Mar 2022

Full fair delivery and post show wrap up - 39 days

Operations and logistics planning

- Continue to review with venue and event management company the movement and safe entry to the fair of visitors across all types from VIP events, early morning and daytime entry
- Using knowledge from the 2020 Collect Fair, oversee and plan for a smooth on-site ticket sales and VIP invitation desk process in collaboration with the venue's Marketing and Visitor Experience teams and event management company to oversee event catering including tender and appointment of a catering company to service VIP opening events
- Liaise as required with any other consultants and suppliers engaged by Crafts Council for Collect 2022
- Liaise with the Fair Director to manage and oversee the planning installations and feature areas at the Fair
- Liaise with event management company to facilitate the logistics of the talks and events programme
- Work with the Collect Fair Officer to recruit and manage onsite staff requirements

Wayfinding, fair branding and on-site marketing

- Oversee the graphic design and production of the event signage and environmental graphics. Liaise with CC marketing manager to coordinate on site placement of graphic design for visitor information
- Ensure CC Comms team has specified its own wider CC messaging for the Fair to coincide with the production of the Fairs on-site graphics

On site Event Management

- Present at all times in a managerial capacity during the build-up period, opening period and the dismantle
- Manage the relationship with project managers on site and oversee all logistical elements of the event
- Act as a main point of contact on behalf of the Crafts Council for any exhibitor logistical queries on site
- Act as a main point of contact on behalf of the Crafts Council for liaison with Somerset House for all operational purposes
- Liaise with Market Consultant and Fair Officer to ensure all exhibitor requirements on site are met

Post show reporting and debriefs

- Arrange debrief meetings with venue, contractors etc. to bring together a post-show report and future recommendations for the next edition of the Fair
- Attend and contribute to the wider Crafts Council team debrief meeting to plan for the next edition of the Fair. Take forward actions and recommendations to inform planning phase for 2023



What we are looking for

- Excellent experience of project management and event organising
- A senior level of competency to deliver cultural events to a high standard
- Excellent understanding of cost control, budget management and forecasting
- Knowledgeable of art handling and working in non-conventional exhibition venues
- Evidence of design asset management
- Exemplary communication skills when dealing with all stakeholders across the Fair including clients, partners, contractors, visitors and colleagues
- Solutions focussed and creative thinker under pressure
- Ability to achieve goals and deliver positive results
- Excellent attention to detail; produce work to a high standard of presentation and on time
- Willingness to be flexible in responding to the organisation's needs



How to Apply

We aspire to remove barriers and be open to all and strongly encourage applications from individuals currently underrepresented in the Creative and Cultural Sectors. This includes but is not limited to people of African or Caribbean heritage; Arabic heritage; Latin American heritage; East Asian, South Asian and South East Asian heritage; people from traveller communities; disabled people; LGBTQIA+ people and people from a low-income background. We fully support Access to Work applications.

To be considered for this opportunity please submit a CV and cover letter outlining any relevant experience and comparable projects delivered.

Applications should be emailed to:
Isobel Dennis c/o recruitment@craftscouncil.org.uk

If it would be useful to have a phone call and understand the parameters further ahead of tender, please email this address to arrange.

Deadline: Midnight Sunday 25 July
Interview dates: Friday 6 August & Monday 9 August

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](#).

