



Crafts Council

Collect Digital Marketing Officer

JOB DESCRIPTION

Job Title

Collect Digital Marketing Officer (freelance)

Contract

- Freelance and project-based
- 24 September 2025 to 26 March 2026

Work flow

- Supporting the Collect Marketing and Partnerships Consultant for the duration of the above timeline to deliver the 2026 marketing campaign for Collect art fair.
- As a guide, the typical workplan builds with partners and media launch Oct/Nov, continuing with greater pre-fair prep ahead of Christmas. Defining photography and filming guidelines in the early stages of the contract is key to maintaining Collect's visual identity and tone of voice.
- January and February is full delivery of campaign and the most intense time in terms of workload, therefore your work pattern needs to adjust accordingly to ensure delivery of the services. March will drop back to a lighter workload focussing on reporting etc.
- The campaign is to be delivered within the fee below.
- As part of the team, this role is expected to attend the days of the live fair (including pre-opening) from 25 February to 01 March 2026 at Somerset House. This includes all previews and events.
- This is a collaborative and versatile role – from time to time, you may be asked to support additional Collect projects, provided your workload and capacity permit

Fee

£9,990, plus nominal agreed expenses

Location

Crafts Council Office and Gallery is based in Islington, London. Between July and December 2025 the offices will be closed for renovation, so the role will mostly involve home working, with in-person meetings and gallery/artist's studio visits as required. From January 2026 onwards the role will be mostly office-based, with occasional gallery / artist's studio visits and home working.

Reporting to

Collect Senior Fair Manager



About Collect

25 February - 01 March 2026
Somerset House, London, UK

Presented by Crafts Council, Collect is the leading international fair for contemporary craft and design, representing the pinnacle of artistry and creativity. Collect presents collectors with the most exciting international living artists making contemporary craft and design today. 40 international galleries representing over 400 exceptional contemporary artists and designers fill Somerset House. Approved by an external Advisory Panel, over 80% of the work has been made in the past five years with many newly commissioned pieces especially for the fair.

Overview of role

We are looking for a creative and experienced digital marketing officer with a proven track record of delivering successful online and social media campaigns for live events to join this hardworking, committed and passionate team. An integral part of the Collect team, you will be self-motivated, show initiative and creative thinking and to support the Collect Marketing and Partnerships Consultant in delivering a successful marketing and communications campaign for the fair.

Main Duties

- Work closely with the Collect marketing and partnerships consultant to deliver the marketing plan for the 2026 fair
- Support delivery of agreed benefits for marketing partnerships, sponsorships and contras
- Manage the Collect art fair social media accounts in the lead-up to the fair, ensuring consistent, high-quality content output
- Create photography and filming guidelines for internal use e.g. exhibition and artist's studio visits by Collect staff
- Create photography and filming guidelines for Collect Open participants to document the making of their installations for Collect's Instagram
- Create photography and filming guidelines for Collect exhibitors to introduce their galleries, and where possible, their displays at the fair for Collect's Instagram
- Brief any external content creators as needed, ensuring alignment with Collect's visual identity and tone of voice
- Create and schedule content for e-comms and social media, including occasional in-person filming within the greater London area
- Draft and deliver Collect e-comms including exhibitor updates and public newsletters
- Build and populate gallery and Collect Open web pages using exhibitor-supplied content
- Manage and update all areas of the Collect website
- Contribute to a creative approach to storytelling and engagement across online platforms
- Ensure all exhibitors and Collect Open participants are featured at least once on Collect Instagram in run up to the fair



- Liaise with Collect's design agency to produce digital marketing assets, ensuring that the look and feel of the fair's Instagram and e-comms are consistent with the overall visual identity
- Capture photo and video content during the fair and promote on social media
- Assist marketing and partnerships consultant in bringing together post-fair analytics for both Crafts Council internal reports and deliverables with fair partners.

General

- Keep Collect staff and exhibitors up to date with marketing activity throughout campaign
- Attend team meetings and update on progress of various tasks
- Demonstrate a strong commitment to accessibility and social justice, ensuring that we are adhering to best practice.
- 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 equity and inclusion in the workplace



Person Specification

AREA	ESSENTIAL / DESIRABLE
Experience, Knowledge, Training	
Proven experience delivering successful marketing campaigns for live art and design events to tight deadlines	E
Knowledge of mailchimp or similar newsletter platforms, LinkedIn, Instagram, Facebook and google ads	E
Familiarity with social media scheduling tools (e.g., Buffer, Hootsuite)	E
Experience with CMS platforms	E
Experience working with designers or creative agencies	D
Experience of balancing competing visual guidelines (the successful candidate will be required to follow Collect guidelines while noting the separate guidelines from our venue, Somerset House)	D
Visited a recent edition of Collect	D
Skills, Abilities, Aptitudes	
Creative proactive thinker, problem solver and target driven	E
Excellent and enthusiastic communicator through face to face and written communications	E
Collaborative team player, confident working across departments to support the success of the fair	E
Image/video editing skills or familiarity with Canva/Adobe tools	E
Commitment to accurate reporting and learning from insight and data	D
Strong attention to detail and accuracy in content creation and digital asset management.	E
Interests, Qualities, Values	
An interest in contemporary craft and design	E
Interest in & commitment to equity and social inclusion	E
Commitment to our core values: pioneering, open, playful	E