



Crafts Council

FREELANCE BRIEF – CALL OUT

Collect Content Officer

FREELANCE BRIEF - Collect Content Officer

Crafts Council is seeking expressions of interest from freelance communications and content professionals with a minimum of 2 years' experience to support the delivery of Collect, the art fair for contemporary craft and collectible design.

About Us

Crafts Council is the national charity for craft. We believe that craft skills and knowledge enrich everyday life, spark creativity and strengthen communities. We champion makers and creative businesses, nurture young people's talent, and build public understanding of why craft matters.

Discover more about our brilliant work [here](#).

About Collect 2027

24 – 28 February 2027
Somerset House, London, UK

Collect is the art fair for contemporary craft and collectible design. The fair is presented by Crafts Council and takes place annually at Somerset House, London.

Proudly positioned at the forefront of the contemporary craft movement since 2004, Collect brings together collectors, patrons, curators, art advisors and interior designers, and features international and British galleries showing museum-quality works in curated presentations. Through the Collect Open initiative, the fair provides a platform for experimental installations by individual artists and collectives.

Each edition of Collect showcases the work of over 400 exceptional living contemporary artists and designers, made from a range of materials with rich narratives. These span ceramic, furniture, glass, jewellery, metalwork, sculpture, textiles, woodwork and more. Over 80% of work is made in the previous five years, with many pieces commissioned for the fair.

About the Brief

Working closely with the Collect team, the postholder will lead the coordination of the fair's content, ensuring exhibitor and marketing assets are received, processed, and delivered accurately across relevant platforms.

They will prepare compelling and accurate first drafts of press releases, working from agreed key messages and revising copy in response to feedback from the Collect team and appointed PR agency.

They will support the production of key fair materials, including the catalogue, website and on site signage. They will also support the coordination of the talks programme and ensure required assets and information are received.



The role requires excellent organisation, communication, and attention to detail, as well as the ability to manage multiple projects simultaneously and build effective working relationships with a wide range of stakeholders

Role Objectives

The postholder will:

- Oversee the content for the fair; receiving and processing assets from exhibitors, marketing partners and sponsors
- Prepare and revise first drafts of press releases, incorporating stakeholder feedback and delivering agreed copy to deadline
- Work closely with the wider team on the production of assets including the fair's catalogue, website pages and on-site signage
- Support the coordination the fair's talks programme, as directed by the Director
- Work closely with the wider team to establish priorities and key timeframes, ensure deadlines are met and tasks delivered to a high standard

Main Duties

- Work closely with the team to collate and organise required assets to deliver the fair catalogue, talks programme and on-site signage
- Lead on researching and drafting press releases, using agreed key messages and accurate information supplied by exhibitors and the Collect team
- Liaise closely with the marketing, PR and design teams, ensuring they are kept up to date on new content received and changes to artist and exhibitor records
- Ensure artist list records are kept up to date and changes are reflected across relevant assets/relevant team members are notified
- Manage photos and videos on Dropbox, ensuring they are correctly and consistently labelled and filed
- As directed by the Marketing & Partnerships Consultant, liaise with marketing partners to receive required content to fulfil deliverables
- Liaise with exhibitors to receive content (images and copy) and obtain sign off for their catalogue pages
- Work closely with the Senior Fair Manager (or their parental leave cover) to collate content for the on-site talks and map leaflet
- Work closely with the Head of Operations to collate content for on site signage
- Coordinate talks programme; receive final copy and crediting information, assist with scheduling of rehearsals, provide content for the production of slides, greet speakers on site at the fair
- File and label photo and video content captured during the fair, ensuring correct credits are logged

General

- Integral part of team attending team meetings, updating on progress of various tasks, highlighting upcoming deadlines, and helping to ensure project milestones remain on track.
- A strong commitment to accessibility and social justice, ensuring that we are adhering to best practice.



- 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 equity and inclusion in the workplace.

Location

Crafts Council Office and Gallery is based in Islington, London, with some hybrid / home working.

Reporting to

Activity will be overseen by Senior Fair Manager (or parental leave cover) and work closely with:

- Marketing & Partnerships Consultant
- Fair Officer
- PR agency
- Wider team

Fees

£9,900 +VAT if applicable

Contract

Freelance & Project-based

The above is an entire project fee and the freelancer will be required to effectively manage their time to deliver the scope of work. The role offers some flexibility in terms of the number of days/hours worked, providing that prescribed deadlines are met.

The amount of time the candidate is required to allocate will start at a few days a month in September, increasing to full time towards February (the month of the fair), including some evening and weekend working.

Claimable expenses

There are no claimable expenses under this agreement.

About You

AREA	ESSENTIAL / DESIRABLE
Experience, Knowledge, Training	
Evidence of working to deadlines	E
Admin/coordinator experience	E
Experience drafting press releases or comparable media-facing copy	E



Experience of working at a live event in a customer service role	D
Experience with CRM platforms	D
Skills, Abilities, Aptitudes	
Creative proactive thinker, problem solver and target driven	E
Excellent copywriting and editing skills, with the ability to produce clear, accurate and engaging copy for external audiences	E
Team player with skills to help the fair succeed and thrive	E
Confident working across departments	E
Excellent administrative skills	E
Commitment to accurate reporting and learning from insight and data	D
Excellent attention to detail	E
Interests, Qualities, Values	
An interest in contemporary craft and design	D
Willingness to work both remotely and with office-based flexibly, as required	E
Interest in & commitment to equity and social inclusion	E
Commitment to environmental responsibility and willing to embed best practice into work	E
Commitment to our core values: pioneering, open, playful	E

How to express an interest in this brief

Please submit a one-page cover letter, providing details of your interest in this brief, outlining your relevant experience, areas of interest and expertise, and what you propose to offer.

Please also provide a copy of your CV and, where possible, links to portfolio/s.

Please email your response to recruitment@craftscouncil.org.uk.

Deadline

The current deadline if you wish to be considered is:

- 12 noon on 8 September 2026

Interviews (if applicable): 18-23 September 2026



Equal Opportunities

Please also complete our anonymised Equal Opportunities Monitoring Form [here](#).

We use this anonymised information to monitor and improve how we are doing to attract the best talent that is representative of the UK population, and to help us report our progress to our supporters.

Support for you

Please email recruitment@craftscouncil.org.uk if you have any questions, to request information in an alternative format or for any support needed. We will happily arrange for an informal conversation prior to submitting an expression of interest if that is helpful. Whatever works best for you.

We are committed to supporting you with your access and support needs during this process and to ensuring any reasonable adjustments are met now and during any work with us. If you prefer to speak with us, please contact: (0)20 7806 2500.

On joining the team in a freelance capacity, you can expect to receive a warm welcome, including a freelancer induction document providing useful information for you during your time with us. Our team follow our *Working with and Supporting our Freelance Team* policies and procedures. Our People team, alongside assigned leads will be with you to support you during your time with us.

Other

- An enhanced DBS (Disclosure and Barring Service) check is required for any role working directly with children, young people and / or vulnerable adults. This check will ordinarily be conducted once an offer of work has been made and prior to commencement of relevant roles. Checks will be repeated every two years as required.
- To deliver this brief, you must be eligible to work in the UK.

Discover more about the Crafts Council [here](#).