



# Crafts Council

## FREELANCE BRIEF – CALL OUT

### Collect Digital Marketing Officer

#### FREELANCE BRIEF - Collect Digital Marketing Officer

The Crafts Council is seeking expressions of interest from an experienced freelance Digital Marketing Officer to support the delivery of Collect, the leading international art fair for contemporary craft.

#### 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

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

- Working closely with the Collect Marketing and Partnerships Consultant, Collect Content Officer and wider team to deliver the 2027 marketing campaign for Collect art fair.
- Ensure marketing deliverables for agreed partnerships, sponsorships and contras are fulfilled
- 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, both for internal use and third-party use (e.g. exhibitors)
- 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
- Keep all areas of the Collect website up to date with new content
- 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
- Work closely with the Content Officer to ensure correct labelling and filing of any assets created or received
- 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



## 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

## Claimable expenses

There are no claimable expenses under this agreement.

## About You

| 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 |

## How to express an interest in this brief

Please provide details of your interest in this brief, with an outline of your areas of interest and expertise, what you propose to offer (max. 2,000 words, excluding annexes), alongside indicative fees and details of your relevant experience. We will happily receive this information in another format, including video recordings.

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

Please email your response to [recruitment@craftscouncil.org.uk](mailto:recruitment@craftscouncil.org.uk).

## Deadline

The current deadline if you wish to be considered is:

- 12 noon on 25 August 2026

Interviews (if applicable): 2/3 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](mailto: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](#).