

Digital Craft Gallery Development Officer

Job Description

Company: Craft NI

Location: Craft NI Gallery, 115-119 Royal Avenue, Belfast

Duration: Three-year contract, possibility of extension

Hours: 37.5

Salary: £22,571

Reporting to: Craft NI Director

Purpose of Role

This is a key post in our team which is dedicated to the development and promotion of Northern Ireland's vibrant craft and applied arts sector. The Digital Development Officer will have a key role, leading on this project but working in a supportive team and responsive to the needs of the contemporary craft sector.

You will be involved in helping craft makers engage with the tools that digital marketing can offer them to develop their businesses and craft practices. In year one of the post, training is available for the post-holder to bring your own knowledge up to date so you can develop ways to best support and signpost makers with their particular queries.

We'll work with you to develop the role and you could soon be designing and delivering training and How-Tos; or working side by side with individual makers; or responding to queries as a resource for the sector. You'll be curious, a problem-solver and happy to research.

About Craft NI

Craft NI, exists for the promotion and development of the design-led contemporary craft industry in Northern Ireland and is a registered charity. It supports and promotes the craft industry through:

- Professional and business development programmes, helping NI makers build sustainable practices;

This post is funded by Future Screens NI Art Work Programme.

- Its Gallery and exhibition space showing some of the best of NI craft, including work for sale.
- An information and signposting service for makers and customers, including a Craft Directory, Craft Map of NI and regular communications through all channels;
- Promotional campaigns and advocacy activities to raise awareness of Northern Ireland's talented craft sector.

Craft NI is funded by the Arts Council of Northern Ireland and it earns additional income through selling the work of over 50 NI makers in its gallery in Belfast City Centre. For more information please see: www.craftni.org and www.craftnigallery.org

DUTIES AND RESPONSIBILITIES

- Become a resource for the craft sector in Northern Ireland, delivering advice and information in areas of digital marketing, communications, profile-raising and selling online;
- Provide regular Digital Surgeries and answer queries for makers and craft retailers on their own digital marketing challenges;
- Turn own knowledge and new learning into sector resources through clips, blogs or FAQs;
- Pursue funding opportunities that will enable us to display NI craft to exhibition standard online (eg. VR technologies to view higher value craft work in situ)
- Support Craft NI staff with their own learning on content and SEO for Craft NI and Craft NI Gallery www.craftnigallery.org
- Collect, verify and disseminate information that is beneficial to the sector from a range of sources, prepare factsheets, FAQs, clips or vlogs;
- Provide a point of contact for queries, signposting to appropriate sources of information if necessary;
- Feed into organisational reports for funders and Board meetings (6 per year)
- Contribute to organisational planning and engage with organisational performance management processes;
- Contribute to the identification of future funding and income generation opportunities for Craft NI and provide relevant information for applications and proposals as required;
- Work with the Gallery Manager and Communications and Marketing Officer on relevant issues contributing to digital communications for Craft NI and Craft NI Gallery
- Other relevant duties as required for the post.

ESSENTIAL CRITERIA

- Creativity, with a flair for creating strong, engaging social and digital content across a range of platforms, including social media & websites
- Strong analytical skills, with the ability to interpret web analytics and report results
- Able to research and provide relevant up-to-date guidance and support to individuals.
- An appetite to learn and happy to translate learning into usable resources for craft makers;
- Excellent communication skills and experience in building relationships with customers, partners or colleagues
- Happy to explain and disseminate information to busy craft makers in a usable and accessible format
- Ability to market and promote services and be able to contribute to fundraising.
- Ability to build and maintain effective internal and external working relationships with individuals and organisations.
- Excellent online research skills.

DESIREABLE CRITERIA

- Experience in working with the arts or crafts sector
- Experience in using digital marketing tools eg Mailchimp, Canva;
- Understanding or interest in product photography and video
- Confident in the updating and managing websites for marketing and sales

WORKING AT CRAFT NI

Pension Scheme: Craft NI offers a contributory pension scheme.

Probationary Period: The appointment will commence with a probation period of six months which may be terminated at a month's notice by either side during the period. (TBC)

Annual Leave: Twenty five working days per annum. The leave year runs from 1st April to 31st March.

Flexible working: This role is funded through Future Screens NI's Art Work programme and is a full-time role. We are happy to discuss flexible working options.

CLOSING DATE

The closing date for receipt of completed applications is Monday 27th June.

Timetable

Please submit a cv and detailed covering letter outlining your suitability and interest in the role to Katherine.mcdonald@craftni.org, by:

Monday 27th June

Shortlisted candidates will be invited to interview on:

Monday 4th July

For further information or to discuss any aspect of the role, please contact Katherine on 028 9032 9342. www.craftni.org and www.craftnigallery.org