

**Events and PR Officer (widening engagement)**

**(0.6 FTE) Application Pack**

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**Job description**

**Job Title:** Events and PR Officer (widening engagement)

**Reports to:** Operations Director

**General overview:**

Heritage Crafts is the advocacy body for traditional heritage crafts. It is a young, dynamic organisation and this is a rare opportunity to be part of the team that shapes its future. As the organisation has no physical headquarters, the Events and PR Officer will work from home and the majority of work and communication takes place online. Where Heritage Crafts has meetings or events that the Events and PR Officer is required to attend, these may be in other parts of the UK. The Events and PR Officer will work closely with a small team of part-time staff: the Operations Director, Endangered Crafts Manager, Membership and Administration Officer and Finance Officer.

**Principal purpose:**

To expand the reach and influence of Heritage Crafts through public relations and social media, by organising Heritage Crafts events, and representing the organisation at third-party events. To increase the diversity of those represented by and engaged with the charitable work of the organisation.

**Key tasks and responsibilities:**

Key tasks and responsibilities appropriate to this post are listed below:

***Public relations and social media***

* Maintain a working knowledge of Heritage Crafts and be well briefed in its key aims, objectives and current projects.
* Maintain and expand Heritage Crafts’ press contact list and be the first point of contact for journalists and broadcasters.
* Coordinate the organisation’s social media presence through platforms such as Instagram, Facebook, Twitter and LinkedIn, posting regular relevant updates and responding to queries.
* Contribute to the development of PR and social media strategy and timetable to proactively place stories in the press/social media to support the Heritage Crafts strategic plan.
* Update the HCA website as required.

***Events***

* Help organise Heritage Crafts events including, but not limited to, venue booking and liaison, managing contributors, coordinating volunteers, processing bookings, preparing attendee packs and badges, and generally coordinating events on the day.
* Attend key third party events in coordination with other staff and volunteers, representing the organisation and promoting its offering.
* Help organise online events including regional member networking meeting and other online events, managing bookings.
* Develop an events strategy and timetable, in collaboration with the Operations Director and other staff, to best allocate the organisation’s resources in planning key events to support the Heritage Crafts strategic plan.
* Manage events in line with a pre-agreed budget, monitoring costs and reporting any unexpected variances in a timely fashion.

***Widening engagement***

* As part of Heritage Crafts’ Equality, Diversity and Inclusion Subcommittee, develop and implement plans to reach out to people in UK communities – or with backgrounds and characteristics – that are currently under-represented in the organisation’s membership and among its wider beneficiaries.

***Administrative and general***

* Maintain effective administrative systems, including ordered, regularly backed-up electronic and paper filing systems.
* Maintain and grow the Heritage Crafts database, sourcing, inputting and updating details for volunteers, organisations, funders and journalists interested or involved in traditional crafts.
* Maintain data protection compliance and best practice.
* Provide administrative cover for the other staff members as and when required.
* As deemed appropriate, supervise interns and volunteers.
* To undertake any other tasks, training or appraisal recommendations as appropriate.

**Person specification**

**Essential criteria**

* High level of interpersonal, written and verbal communication skills.
* Experience of working with journalists to place stories in the press / broadcast media.
* Experience of online social networking using Facebook, Twitter and Instagram.
* Experience of events management, including working within a pre-agreed budget.
* Experience of building good working relationships with a wide range of people and from different walks of life.
* Commitment to increasing diversity and representation.
* High level of IT literacy, including word processing, email and spreadsheets.
* High standard of general administrative skills, including routine office tasks such as organising meetings, keeping records, taking bookings and answering emails.
* Interest in traditional crafts or the heritage sector.
* Ability to be self-motivated, self-directed and well organised.
* Willingness to work remotely for extended periods of time.
* Ability to adapt to new working methods as the organisation grows and changes, particularly in IT.
* Willingness to work evenings or weekends on occasion.
* Willingness to travel, including overnight stays on occasion.
* Access to a reliable broadband connection and contactable by phone during working hours.

**Desirable criteria**

* Experience of organising fundraising events.
* Experience of working in a role explicitly tasked with increasing diversity and representation.
* Experience of working in the traditional crafts or heritage sector.
* Experience of working with volunteers (including Trustees).
* Experience of using a Customer Relationship Management (CRM) system.
* Experience of developing and creating web content.

### **Equality, diversity and inclusion statement**

* Heritage Crafts is committed to encouraging equality, diversity and inclusion among our members and eliminating unlawful discrimination.
* The aim is for our staff, trustees, associates and anyone involved in the organisation in any capacity, to be truly representative of all sections of society.
* Heritage Crafts is also committed against unlawful discrimination. It aims to go further than legislative compliance and make equality, fairness and diversity an integral part of everything it does. It opposes all forms of unlawful and unfair direct or indirect discrimination.

*Our full Equality, Diversity and Inclusion policy can be* [*viewed here*](https://heritagecrafts.org.uk/wp-content/uploads/2022/06/Equality-Diversity-and-Inclusion-Policy-UPDATED-15-January-2022.pdf)*.*

**About Heritage Crafts**

Heritage Crafts is the UK umbrella body for traditional heritage crafts, registered as a charity in England and Wales in 2010 and as a Charitable Incorporated Organisation in 2014. Working in partnership with government and key agencies, it provides a focus for craftspeople, groups, societies and guilds, as well as individuals who care about the loss of traditional crafts skills and works towards a healthy and sustainable framework for the future.

Crafts are an essential part of our shared heritage and they contribute towards local distinctiveness and community cohesion, but they currently fall outside the remit of support agencies in both the arts and heritage sectors. There is no designated body with a link to government for the heritage crafts as there is for contemporary and innovative craft and heritage building crafts. Many heritage crafts are in crisis, and some in danger of being lost within the next decade. The UK is far behind many other nations in the safeguarding of Intangible Cultural Heritage, of which traditional crafts are an important part.

**President:** HRH the Prince of Wales

**Our Mission Statement**

To support and promote heritage crafts as a fundamental part of our living heritage.

**Our Aims**

* *Knowledge* – researching the status of heritage crafts and identifying those crafts in decline or in imminent danger of being lost.
* *Advocacy* – communicating the vital importance of heritage craft skills to the public, Government, key agencies and organisations.
* *Safeguarding* – ensuring that the highest standard of heritage craft skills are passed from one generation to the next and are recorded for posterity where necessary.
* *Support* – supporting heritage craftspeople to continue to practice, nurture and pass on their craft.
* *Engagement –* actively raising awareness and interest in heritage craft skills with the wider public and offering opportunities to engage.

**Main conditions of employment**

**Hours:** 22.5 hours per week. While hours can be flexible to take account of personal circumstances, they should fall within the standard working day of 9am to 5pm, Monday to Friday, unless otherwise authorised. There will be occasional compulsory evening or weekend work for which time off in lieu will be given.

**Location:** Home-based, with occasional travel to London and other locations as required.

**Salary:** £13,200 (£22,000 pro rata).

**Contract:** One year contract with the possibility of extension if further funding is secured. There will be a three-month probationary period.

**Reporting:** The Events and PR Officer will be line-managed by the Operations Director.

**Notice:** If you decide to terminate your employment with Heritage Crafts you need to give written notice as follows:

* + - * Less than one month's continuous service – one day
      * During your probationary period – one week
      * After completing your probationary period – one month

You are encouraged to give as much notice as possible of your intention to leave to facilitate the recruitment of your successor.

If Heritage Crafts has to terminate your employment, other than as a result of the disciplinary procedure, minimum notice will be given as follows:

* Less than one month's continuous service – one day
* During your probationary period – one week
* After completing your probationary period – a minimum of one week, rising by one week for every full year of employment, to a maximum of 12 weeks. Continuous service beyond 12 years will remain at 12 weeks’ notice.

If it is known that we will have to terminate your employment, we will give as much notice as possible to enable you to seek other employment.

**Holidays:** 12 days annual leave plus 4.8 UK public holidays (pro rata 20 days annual leave plus 8 UK public holidays).

**Sick leave:** Statutory sickness benefits apply.

**Pension:** Statutory workplace pension benefits apply.

### **How to apply**

Thank you for your interest in the position of Heritage Crafts Events and PR Officer (0.6 FTE).

Please read the information in this pack before making your application. Please align your supporting statement with the job description and person specification, substantiating your points with real-life examples.

We have provided this pack online so that it is as accessible as possible. However, if you need this information in a different format, please email [info@heritagecrafts.org.uk](mailto:info@heritagecrafts.org.uk).

We particularly welcome candidates who consider themselves under-represented in arts, crafts or heritage sectors.

Please return your completed application form by 5pm on Friday 8 July 2022. Shortlisting will be based on the application form alone – CVs will not be accepted.

We prefer applications to be emailed to [info@heritagecrafts.org.uk](mailto:jobs@heritagecrafts.org.uk). Paper applications should be addressed to Heritage Crafts, 81 North Street, Wellington, Somerset TA21 8NA.

If you have any queries about the post or the application process please contact Daniel Carpenter, Operations Director, at [daniel@heritagecrafts.org.uk](mailto:daniel@heritagecrafts.org.uk). You may also find it useful to visit the Heritage Crafts website at [www.heritagecrafts.org.uk](http://www.heritagecrafts.org.uk).

Interviews will be held via the Zoom video conferencing platform week beginning 18 July 2022.

**Application form – Heritage Crafts Events and PR Officer**

Please complete all sections of this form as fully as possible. Shortlisting will be based on the application form alone – CVs will not be accepted.

**Personal details**

Forename(s):

Surname:

Address:

Postcode:

Telephone (day): Telephone (evening):

Email address:

Please state the earliest date you could take up post, if offered the job:

Please indicate where you saw the job advertised:

**Referees**

Please give the names and addresses of two referees. References may be taken up for shortlisted candidates. If you do not wish one or both of your referees to be approached unless a job offer is made, please indicate below.

***Referee 1:***

Name: Relationship to applicant:

Address:

Postcode:

Telephone (day): Telephone (evening):

Do not approach unless a job offer made: [ ]

***Referee 2:***

Name: Relationship to applicant:

Address:

Postcode:

Telephone (day): Telephone (evening):

Do not approach unless a job offer made: [ ]

**Employment history**

Please give details of your employment history (there is no need to go further back than ten years unless there is employment of specific relevance that you would like us to know about).

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| --- | --- | --- | --- |
| ***Dates:*** | ***Organisation:*** | ***Job title:*** | ***Key responsibilities:*** |
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**Education**

Please give details of your education and qualifications gained.

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| --- | --- | --- |
| ***Dates:*** | ***Institution:*** | ***Subject/qualification:*** |
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**Other relevant interests, hobbies or volunteering experience:**

**Suitability for the post**

Please read the Key Tasks and Responsibilities and indicate how your experience, qualifications or aptitude fit you for each criterion of the Person Specification for this post (please attach additional sheets if necessary).

**Equality, Diversity, and Inclusion** – *confidential – for monitoring purposes only*

Heritage Crafts wants to make sure that we are an equal opportunities employer in practice and are aware that historically certain communities have been under-represented. It is important that we understand how the various constituencies we serve are becoming more or less representative of the wider population over time, so that we can adjust our future recruitment accordingly to remove any barriers to participation.

We will separate this part of the survey from your previous responses and identifying details, and will only use the data to determine overall figures. It will then be deleted in accordance with our privacy policy. It will not form part of the selection process.

**To which age group do you belong?**

* 18-25 [ ]
* 26-35 [ ]
* 36-45 [ ]
* 46-55 [ ]
* Over 55 [ ]
* Prefer not to say [ ]

**Do you have caring responsibilities?** *If yes, please tick all that apply*

* Primary carer of a child/children (under 18) [ ]
* Primary carer of a disabled child/children (under 18) [ ]
* Primary carer of a disabled adult (18 and over) [ ]
* Aged care provider [ ]
* Secondary carer (another person carries out the main caring role) [ ]
* Prefer not to say [ ]

**Sexual orientation, gender identity and gender expression**

Language, particularly in relation to sexual orientation, gender identity and gender expression, involves social constructs which evolve over time. The definitions below are not meant to label individuals but are meant to be helpful functional descriptors. They are not standardised and may be used differently by different people. For the purposes of this survey, persons of a minority sexual orientation and/or gender identity include individuals who identify as:

a) Transgender, gender non-conforming, queer, or a similar term; and/or

b) Lesbian, gay, bisexual, queer, asexual or a similar term.

According to the description above, do you consider yourself to be a person of minority sexual orientation and/or gender identity?

• Yes [ ] • No [ ] • Prefer not to say [ ]

If you wish to provide further details please select those that best describe your sexual orientation or gender identity:

* Asexual [ ]
* Bisexual [ ]
* Gay [ ]
* Heterosexual/Straight [ ]
* Homosexual [ ]
* Intersex [ ]
* Lesbian [ ]
* Non-binary/Gender non-conforming [ ]
* Pansexual [ ]
* Queer [ ]
* Questioning [ ]
* Trans [ ]
* Other [ ]

**Visible or racialised minorities**

A person in a visible or racialised minority group in the United Kingdom is someone who is non-Caucasian in race or non-white in colour, regardless of place of birth.

According to the description above, are you a member of a visible or racialised minority group?

• Yes [ ] • No [ ] • Prefer not to say [ ]

If you would like to provide further details please select those that best describe your origin:

* Black British/Sub-Saharan African/African-Caribbean [ ]
* East Asian (including Chinese, Korean, Japanese etc) [ ]
* South East Asian (including Filipino, Thai, Vietnamese etc) [ ]
* South Asian/East Indian (including Indian, Bangladeshi, Pakistani etc) [ ]
* West Asian/North African/Arab (including Egyptian, Libyan, Lebanese,  
  Iranian etc) [ ]
* Latin American (including indigenous persons from Central and   
  South America etc) [ ]
* Person of Mixed Origin (one parent in one of the visible/racialised  
  minority groups) [ ]
* Other [ ]

**Disability**

For the purposes of this survey, persons with a disability are people who have chronic, long-term or recurring physical, sensory, mental, learning or intellectual needs, which, in interaction with a barrier, hinders that person’s full and effective participation in society.

According to the description above, do you identify as a disabled person?

• Yes [ ] • No [ ] • Prefer not to say [ ]

If you would like to provide further details, please select those that best describe your circumstances:

* Coordination or dexterity [ ]
* Mobility [ ]
* Blind or visual impairment [ ]
* Deaf or hard-of-hearing [ ]
* Speech impairment [ ]
* Learning or developmental delay [ ]
* Other [ ]

Thank you for your help.