



Job Pack Head of Marketing & Digital

Applications due by: 12 noon Monday 7th November 2022

Interviews: Week of 14th November 2022

Cockpit is hiring an experienced marketing professional to join our team as Head of Marketing & Digital. Reporting to the CEO, this new role will lead and deliver Cockpit's marketing and digital activity and content. The objective? To raise our profile and grow public, community and trade audiences for one of the UK's most exciting centres for contemporary craft.

About Cockpit

[Cockpit](#) is London's leading studios for contemporary craft. Home to 160+ independent creative businesses practicing in over 20 different disciplines, we are the UK's only business incubator for makers. With a mission to bridge the gap between talent and opportunity, we are recognised on the NatWest SE100 as a top 100 social enterprise. Enjoying an international reputation for excellence, we are a destination for talent and talent-spotters, having launched the careers of some of the major names in craft.

With a new vision and fresh brand launched this year, and a major capital project due to complete in 2023, this is a thrilling time to join Cockpit and bring the stories of our 160 makers to a wider world.

About the Role

The Head of Marketing & Digital has full responsibility for all Cockpit's marketing, content and digital activity. They will devise and deliver a multi-channel strategy to grow Cockpit's online and in-person audiences and drive meaningful engagement. Reporting to the CEO, they will work closely with colleagues across Cockpit's team and hold a variety of key external relationships with suppliers and press.

This is a hands-on, full-spectrum role in a dynamic, small team. That means that you will need to be as comfortable in devising strategy as in selecting images and writing copy for web and social. We think it is a brilliant opportunity to make your mark in an ambitious, highly respected charity – and we hope you agree.

About you

We are hiring an experienced, dynamic marketing professional with a deft way with words, an affinity with makers, and an eye for a good story. With first-class attention to detail and a can-do approach, you will be an all-rounder with a proven record of delivering high-quality content to grow and broaden audiences.

We think this role could equally suit an ambitious individual early in their career or a more seasoned professional who enjoys balancing strategy with hands-on marketing. The salary range reflects this.

Wherever you are in your career, you will be enthused by the prospect of telling the stories of some of the most talented makers in the country, and ambitious the about possibilities to reach new audiences.



Diversity, Equity and Inclusion

Cockpit is committed to inclusion, diversity and equity in all our activities, knowing that creativity and innovation are fuelled by diversity. Recognising that equity is a matter of social justice, we foster an inclusive culture where all aspects of diversity are celebrated and seen as key to success and flourishing.

We are committed to building a more diverse community and creating an environment where anyone, from any background, can develop their talents, do their best work and realise their full potential. We especially welcome applications from candidates with backgrounds currently under-represented in craft.

Read more about our commitment here: <https://cockpitstudios.org/careers/diversity-and-inclusion/>

How to apply

To apply, send your CV and covering letter to maxine@cockpitstudios.org In the covering letter, please outline your interest in the post and working with Cockpit and how your experience fits the job role.

Apply by 12 noon, Monday 7th November 2022

Interviews will be held in the week of 14th November 2022

We look forward to receiving your application.

Warmly,

A handwritten signature in black ink, appearing to read "Annie", written in a cursive, flowing style.

Annie Warburton, CEO



JOB DESCRIPTION

Title: Head of Marketing & Digital
Contract type: Full time, permanent
Salary: £38,000 - £44,000 per annum
Reports to: CEO

The Head of Marketing & Digital has full responsibility for all Cockpit's marketing, communications and digital activity. They will devise and deliver a multi-channel strategy to grow Cockpit's online and in-person audiences and drive meaningful engagement. Reporting to the CEO, this new role will work closely with colleagues across Cockpit's team and hold key external relationships with suppliers and press.

MAIN PURPOSE OF JOB

- Design and deliver Cockpit's marketing, digital, brand and content strategies to attract and retain collector, consumer and trade audiences, onsite and online.
- Promote Cockpit's 160+ makers and draw on their diverse content to enrich audience experience.
- Maintain and build Cockpit's position as leading authority in contemporary craft in the UK and globally.

MAIN DUTIES

Marketing & Digital Strategy

- Design and deliver a digital-first marketing and communications strategy to drive audience reach and engagement across all channels.
- Devise and execute strategic, multi-channel campaigns to achieve audience growth objectives, including online audiences, high-quality applications for all Cockpit services, and increased footfall at events.
- Own and deliver the annual marketing and communications calendar.
- Create and deliver cross-channel communications plans and critical paths for specific projects, to ensure timely delivery, on budget.
- Prepare and distribute press releases, tailoring content for different audiences.
- Construct, manage and monitor budgets to ensure value for money and return on investment.
- Maintain and grow a database of relevant contacts.
- Maintain active relationships with partners and with general and specialist media and press.
- Brief, commission and manage relationships with external suppliers, including PR agencies and designers.

Digital Content

- Set and implement content strategy across all Cockpit's website and social media platforms.
- Produce and commission rich, engaging multimedia digital content – text, photography, video, audio, graphics – for website, email newsletters and social media platforms.
- Pro-actively drive earned editorial and digital coverage.
- Leverage content produced by Cockpit's 160+ makers to maximise impact and engagement
- Commission creative, quality content that resonates with target audiences, tailored to each platform.
- Cultivate Cockpit's distinctive voice and visual presence across platforms.

Access, equity, diversity and inclusion

- Ensure all communications are accessible and meet audience needs, using the power of digital to expand and improve access.
- Strive for excellence in accordance with Cockpit's Diversity, Equity and Inclusion policy and action plan.



Reporting and data management

- Establish indicators and reporting framework to track performance and report to CEO and Board.
- Ensure analytics tools collect accurate data on traffic and behaviour across all web and digital platforms.
- Leverage data analytics and insights to increase audience engagement and reach.
- Maintain all data in compliance with GDPR and other relevant legislation.

General

- Support Cockpit's fundraising function, working with the CEO and Head of Development to attract and retain high level donors and proactively leverage commercial, donor and funder relationships.
- As Cockpit is a small charity, the Head of Marketing, Digital & Content will be required to be flexible in delivering additional tasks as the CEO or wider organisation requires.

PERSON SPECIFICATION

Essential knowledge, skills and experience

- Outstanding communication skills, with at least five years' digital marketing experience in a similar organisation (for-profit or not-for-profit) or in an agency environment.
- Proven experience of devising and executing effective marketing strategies and digital campaigns to drive audience growth and engagement.
- Excellent copywriting skills, with high attention to detail, a proven ability to produce compelling copy, appropriate to different audiences - and a keen instinct for a good story.
- Experience producing and commissioning multimedia content for digital and social platforms.
- Knowledge of the fields of design, craft, art and/or related creative industries.
- Excellent organisational skills, including effective planning and prioritisation, working to tight deadlines.
- Experience of contracting and managing external suppliers to ensure high quality delivery.
- Sound financial management skills: budget setting, control and monitoring.
- Experienced in using consumer and data insights and web analytics to achieve objectives.
- Understanding of data protection, IP and licencing rights issues in a digital context.
- Technical proficiency and up-to-date knowledge of relevant digital platforms and software.

Desirable knowledge, skills and experience

- Experience and knowledge of effective monetisation to maximise income potential of digital projects.
- Qualification in digital marketing, journalism, or marketing and communications.

Essential qualities and attributes

- Solution-focused, with an ability to work positively as a one of a small team in a dynamic enterprise.
- A passion for storytelling and enthusiasm for the potential of digital to bring culture to new audiences.
- Innovative, flexible and responsive, proactively pursuing opportunities for positive growth.
- Demonstrable commitment to equity, diversity and inclusion.
- Affinity with Cockpit's mission and values as a leading charity empowering creative people to succeed.
- Customer-focused and empathic, adapting style to communicate effectively with a variety of people.
- First-class attention to detail and high standards of professional conduct.
- Informed on digital advances and willing to share knowledge with colleagues.