

COCKPIT

Job Description: Marketing Coordinator



Marketing Coordinator

Applications close: Monday 19 June 2023 at 11am

Why this role is important

For over 30 years Cockpit has been a place for those in the know to source and commission exceptional craft. As a social enterprise, Cockpit creates opportunities for talented makers and nurtures them as they grow their businesses. Each year we host a series of public-facing events, and this year we have ambitious plans to grow and diversify our audiences, both online and in-person.

Above left to right: Cockpit maker Dalia James in her studio, and one of her woven artworks. Photos: James Champion.

The success of our marketing efforts relies on excellent organisation, creative thinking and a passion for Cockpit's mission. We are looking for an enthusiastic Marketing Coordinator to work closely with our Head of Marketing & Digital across all Cockpit marketing activity.

This role is an opportunity to develop professional marketing skills, and as a part-time position it would be possible to have other projects running alongside. You will report to the Head of Marketing & Digital, as well as being an integral member of the Cockpit team.

As the ideal candidate you are

- enthusiastic about marketing and story-telling
- interested in craft and hand-making
- motivated to learn and try new things
- happy working in a fast-paced environment and across various projects
- comfortable using a variety of with digital software

... and have

- good written and verbal communication skills
- excellent organisational skills

As a bonus you might also have experience with:

- software such as Photoshop, InDesign
- programmes such as Later, Mailchimp
- managing the back-end of websites
- social media in a professional context
- professional marketing
- running your own creative business or brand

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Once here you will support with:

- maintaining an organised image library of makers' work
- day-to-day admin including updating documents
- reporting including collating data on KPIs for email, social media and visitor surveys
- creating visitors surveys and collating data
- managing budgets, and sourcing costs from freelancers and suppliers
- keeping the Cockpit website updated including maker profiles and event listings
- managing the Cockpit social media channels
- content planning across a variety of digital channels
- planning print materials for events
- preparing press releases and image folders for press
- responding to press enquiries
- creating content for social media, including video

Details:

- 21 hours per week, across 3–5 days (fixed hours to be agreed)
- fixed contract of 22 weeks, with the potential to extend
- based at our Bloomsbury or Deptford studios, with the option to work 50% hybrid
- £15 per hour

To apply

- Please complete the application form at www.cockpitstudios.org/careers and email your CV to amy@cockpitstudios.org
- Applications close: Monday 19 June 2023 at 11am
- Interviews: week commencing 3 July 2023
- If you have any questions at all regarding any aspect of the role, please do not hesitate to contact Amy, our Head of Marketing & Digital: amy@cockpitstudios.org

Equity Diversity & 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 at www.cockpitstudios.org/careers

Above left to right:
Collar by Crochet
Cookey (photo:
Sui-Sien Donovan);
Rigid Bag in Orange
by Amstein (photo:
Amstein).