



## **JOB OVERVIEW/**

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### **JOB TITLE**

Communications Manager (Maternity Cover, 12 months Fixed Term Contract)

### **ABOUT QEST**

The Queen Elizabeth Scholarship Trust (QEST) was formed in 1990 by the Royal Warrant Holders Association to mark the 90th birthday of Queen Elizabeth, The Queen Mother. The Former Prince of Wales has been the charity's Patron since 2017.

QEST helps to sustain traditional and contemporary craft skills by funding the training and education of talented and aspiring individuals on their continuing journey to excellence. To date, QEST has awarded some 800 scholarships and apprenticeships, totalling £5.5 million. Ceramicists, sculptors, embroiderers, thatchers, woodworkers, printmakers and many more have all honed their skills with help from QEST – often becoming leaders in their field – and making a vital contribution to the British craft industry.

QEST has two application rounds per year, awarding around 40 + scholarships and apprenticeships annually (some £400-£450 k). We have an ambition to increase QEST's annual charitable giving to £1 million by end 2024, and which will include programmes we are currently developing as part of our *Crafting Futures: Pathways to Excellence* strategy to inspire and engage the future generation of professional makers. This includes a recent partnership with the National Saturday Club to develop Craft&Making Clubs across the UK for 13–16-year-olds. We will also be introducing an Emerging Makers grant in July 2023.

For more information on QEST, its programmes and partnerships, and to explore the directory for those we have supported over the past 33 years, go to [www.qest.org.uk](http://www.qest.org.uk)

## **MAIN PURPOSE OF THE ROLE**

This is an opportunity for a professional, pro-active and motivated individual to work with a small team (7) at an exciting time in QEST's evolution, as the charity introduces and launches new programmes and initiatives in the next 12 months, as part of its *Crafting Futures* and Widening Participation strategy, particularly focused around young people and diversity.

The Communications Manager leads QEST's integrated and comprehensive communications and marketing programme which includes both inward-facing and outward-facing communications, marketing and PR.

The Communications Manager will use their considerable communications (and particularly digital communications) and marketing experience to tell QEST's story; communicate the impact of QEST, facilitate the advancement of QEST's UK-wide activities; and strengthen communications among the QEST network of alumni, the wider craft industry and existing and potential supporters and donors.

## **KEY TASKS AND RESPONSIBILITIES**

The role will include (but not limited to):

- Promoting and enhancing QEST's reputation and positive profile within the craft sector, building on external relationships that relate to QEST's activities and priorities, ensuring that all activities are delivered to the highest possible standards as befitting a charity of the RWHA, with Royal Patronage
- Understanding and active interest in the craft/art/education sector, developing and building professional relationships with key contacts and networks
- Creating and delivering dynamic content for QEST's digital channels, including Facebook, Twitter, Instagram, LinkedIn and e-newsletters in order to promote:
  - the QEST alumni
  - the wider activities and events of QEST (with the Project Manager)
  - the *Crafting Futures* programmes (with the Education and Partnerships Manager)
  - the outreach activity to encourage diverse applications from across the UK (with the Grants Manager)
- Managing, and working collaboratively with colleagues, to gather and create compelling and impactful content and stories for the QEST website and the Annual Review (published annually)
- Developing and co-ordinating regional and national PR opportunities to raise awareness of QEST externally

## **PERSON SPECIFICATION**

### **Skills, Attributes and Experience**

- Significant experience in a communications role – particularly digital communications - ideally within an arts/craft/education environment
- Excellent written and oral communication skills, with an inspiring communication style, and meticulous attention to detail
- Ability to work effectively within a small team; as well as independently; self-motivated with a pro-active can-do attitude and initiative
- Ability to network, confident in meeting new people and establishing professional relationships with a wide range of people, both internally and externally
- Excellent IT skills, including MS Office (Powerpoint, Excel); experience of WordPress, Hootsuite, Salesforce, Adobe Creative Cloud and Dotdigital/MailChimp would be useful, but not essential

## **CONDITIONS OF EMPLOYMENT**

Role: Communications Manager, 12 months Fixed Term Contract (Maternity Cover)

Salary: £35k to £40k (DOE) plus 25 days' holiday, 35 hour week, pension, sick pay

Location: London, Victoria, SW1 (office-based, with minimum of 3 days in office)

### **Equity, diversity and inclusion statement**

QEST believes that diversity of all kinds enriches its mission to support and champion excellence in craftsmanship. It is committed to achieving greater equity, diversity and inclusivity (EDI) across the organisation; its wider network and amongst those it supports and the wider British craft industry.

**QEST's Equity, Diversity and Inclusion statement can be seen [here](#)**

## **HOW TO APPLY**

Please include a CV and supporting statement, ensuring that you align your supporting statement with the job description and person specification.

We have provided this information online so that it is as accessible as possible.

However, if you need this information in a different format, please email

[info@gest.org.uk](mailto:info@gest.org.uk)

We particularly welcome applications from candidates who consider themselves under-represented in the arts, crafts or education sectors.

Please submit your CV and supporting statement by 5pm Monday, 12 June to Katherine Boyle, Communications Manager at [Katherine.boyle@qest.org.uk](mailto:Katherine.boyle@qest.org.uk)

We prefer applications to be emailed but if you wish to submit a paper application, please send to Katherine Boyle at QEST, 1 Buckingham Place, London SW1E 6HR.

Interviews, preferably in-person, will take place soon after 12 June, with a start date ideally week of 10 July.

**Please note that you will only be contacted if you are invited for interview.**