



INVESTING IN THE FUTURE OF CRAFT

Communications Manager (Maternity Cover) Recruitment Pack

Job Title

Communications Manager (Maternity Cover, Fixed Term Contract)

About QEST

The Queen Elizabeth Scholarship Trust (QEST) is a charity that transforms the careers of talented and aspiring makers by funding their training and education, creating pathways to excellence and strengthening the future of the UK's craft sector.

To date, QEST has awarded £7.5 million to 900 craftspeople working across the UK in 130 different craft disciplines. From papermaking to thatching, ceramic conservation to sculpture, QEST supports both contemporary and traditional craft skills, as well as innovative techniques and practices. QEST is committed to empowering the next generation to see craft as a viable, fulfilling and sustainable career. Since launching its Partnership Programmes in 2023, QEST has reached over 26,000 young people and children, and supported underrepresented communities to explore craft and conservation careers. QEST's core programmes include Craft&Making Clubs with National Saturday Club, Making the Future with Education and Employers and Know-How Craft Studio with Intoart.

QEST was founded by the Royal Warrant Holders Association in 1990 to celebrate the 90th birthday of HM Queen Elizabeth, The Queen Mother. HM The King is the Charity's Patron.

Main Purpose of the Role

This is an opportunity for a professional, proactive and motivated individual to join a small, ambitious team at an exciting point in QEST's evolution. As the Charity strengthens its programmes, partnerships and national profile – with particular focus on young people and diversity – the Communications Manager will lead and deliver QEST's communications and marketing strategy.

The role exists to communicate and celebrate QEST's mission, programmes and impact: raising awareness, building audiences and inspiring stakeholders by championing excellence in craft, empowering aspiring makers and advocating for the sector.

Using considerable communications expertise, particularly in digital channels, the Communications Manager will equip partners and supporters with the tools to amplify QEST's reach, highlight key programmes with a strong EDI focus, and support fundraising by showcasing impact and positioning QEST as a leader within the craft industry.

Key Tasks and Responsibilities

The role includes (but is not limited to):

- Promoting and enhancing QEST's reputation within the craft, art and education sectors.
- Developing and maintaining strong professional relationships, partnerships and cross-promotional opportunities aligned with QEST's priorities.
- Identifying and coordinating regional and national PR opportunities to raise QEST's profile.
- Acting as a brand ambassador, ensuring all communications uphold QEST's brand identity and are delivered to the highest standard.
- Demonstrating an active interest in craft and creative education, staying informed about sector developments and opportunities.

Content Creation and Channels:

- Producing and delivering dynamic content across QEST's digital channels, including QEST's website, Instagram, LinkedIn and newsletters, as well as printed collateral.
- Managing and collaborating with colleagues to gather and shape compelling stories highlighting QEST's impact.
- Sharing regular news, opportunities and insights with QEST's 900-strong Alumni network.

Key Promotional Activities in 2026-27;

- Individual Grants applications open window and new grantees.
- 'The Future is Human Made' talk series launching in Autumn 2026 exploring craft, innovation and future skills.
- Prizes such as the QEST Award for Excellence, QEST Sanderson Rising Star Craft Award and the QEST and Heritage Crafts Sustainability Award.
- Partnership Programmes which include Craft&Making Clubs with National Saturday Club, Making the Future with Education and Employers and Know-How Craft Studio with Intoart.
- 'Tradition in Transition: Youth Journeys Through Heritage Craft', a major new project funded by The National Heritage Lottery Fund.
- Craft Your Future, QEST's digital careers resource hub in collaboration with the QEST Youth Board.

Person Specification

Skills, Attributes and Experience:

- Significant experience in a communications role – particularly digital communications - ideally within an arts/craft/education environment.
- Experience of in-house content production and artworking, with a strong visual eye.
- 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 proactive 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 Adobe Suite, (particularly Adobe Express), WordPress, Dotdigital Salesforce and MS Office Suite.

Terms of Employment

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| Role: | Communications Manager, reporting to the CEO |
| Contract: | Fixed Term Contract, approximately 12 months (Maternity Cover) |
| Hours: | Normal working hours are 9am to 5pm, Monday to Friday. There may be occasional evening or weekend work for which time off in lieu will be given. |
| Location: | The Office is at No.1 Buckingham Place, Victoria, London SW1. Minimum 3 days in office. |
| Salary: | £40,000 |
| Notice: | The initial three months of the appointment will be regarded as a probationary period. During this time one weeks' notice of termination may be given in writing by either party. On successful completion of the probationary period, the notice period to end the employment would be three months in writing by either party. |
| Holidays: | The entitlement to paid annual leave in the holiday year which runs from 1 January to 31 December, is 25 days, in addition to 8 bank and public holidays. |
| Sick Leave: | Statutory sickness benefits apply. |
| Pension: | Statutory workplace pension benefits apply (on completion of three-month probationary period). |

How To Apply

Please submit your CV and cover letter outlining your experience and interest in the role to jobs@qest.org.uk by **5pm Wednesday, 3 June**. Please include the job title within the email subject line.

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

If you need this information in a different format, please email jobs@qest.org.uk. We prefer applications to be emailed but if you wish to submit a paper application, please send to Deborah Pocock at QEST, 1 Buckingham Place, London SW1E 6HR.

Interviews, preferably in-person, will take place **w/c 8 June**, with a start date asap.

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

QEST Policies

Data Protection

All applications will be processed in accordance with General Data Protection Regulations (GDPR). All applications will be held for a period of six months for the purposes of consideration for future roles, after which point they will be securely destroyed. If you do not wish for your application to be held for this duration then please notify us by emailing; info@qest.org.uk

QEST is a UK-registered charity (no 1152032) and company limited by guarantee in England and Wales (no 08339899).

QEST's Privacy Policy can be seen [here](#).

Inclusion, Diversity, Equity, and Access Statement

We believe that diversity of all kinds enriches our organisation and the broader craft and conservation sectors. We are committed to working tirelessly to become an inclusive, welcoming and supportive organisation, and we recognise that historical and structural inequalities, as well as explicit prejudices and preconceptions, can create additional barriers for people from marginalised or underrepresented communities.

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

Safeguarding

We are committed to ensuring the safety and wellbeing of everyone involved in our organisation and the work we do. We believe that everyone, especially children, young people, and anyone in vulnerable circumstances, has the right to be kept safe from harm, abuse, and exploitation.

QEST's Safeguarding statement can be seen [here](#).

Queen Elizabeth Scholarship Trust
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Registered Charity No. 1152032

qest.org.uk
[instagram.com/qestcraft](https://www.instagram.com/qestcraft)
[linkedin.com/company/queen-elizabeth-scholarship-trust](https://www.linkedin.com/company/queen-elizabeth-scholarship-trust)