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JOB TITLE

Communications Manager

ABOUT QEST

QEST, the Queen Elizabeth Scholarship Trust, transforms the careers of talented and aspiring craftspeople by funding their training and education at pivotal moments in their craft journeys to excellence. Founded by the Royal Warrant Holders Association in 1990, the charity has awarded £6.5 million to almost 800 makers working across the UK in a broad range of traditional and contemporary craft skills.

HM The King is the charity's Patron.

Regularly receiving over 450 applications per year for its Scholarship, Emerging Maker and Apprenticeship Programmes, QEST awards around 60 individual grants per year, some £500,000. In 2023, across all its programmes, the charity gave away a total of £763,000, the largest amount in any one year since its inception. Our aspiration is to increase our giving to £1 million + by 2025/26.

Partnerships are key to QEST's development, enabling the charity to broaden its impact and develop a diverse pipeline of creative and craft talent, strengthening the UK's craft sector.

In November 2022 we launched a partnership with the National Saturday Club to create Craft&Making Clubs for 13–16-year-olds across the UK, many from disadvantaged and under-represented communities. In Autumn 2023, we launched two further programmes and charity partnerships; *Know-How Craft Studio* with Intoart– a pioneering visual arts organisation for people with learning disabilities; and *Making the Future* with Education and Employers, raising awareness of the opportunities to study and work in craft and making amongst secondary school children, teachers and parents.

For further information on QEST, its programmes and directory of makers go to www.qest.org.uk

MAIN PURPOSE OF THE ROLE

This is an opportunity for a professional, pro-active and motivated individual to work within a small team of nine at an exciting time in QEST's evolution, as the charity continues to develop new programmes and partnerships as part of its Widening Participation Strategy, particularly focused around young people and diversity, helping to build a pipeline of talented and aspiring craftspeople.

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 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 events and wider activities of QEST (with the Project Manager)
 - the *Crafting Tomorrow* programmes (with the Education and Partnerships Manager)
 - the outreach activity to encourage diverse applications from across the UK (with the Application and 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 coordinating 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 Suite; experience of WordPress, Hootsuite, Salesforce, Dotdigital/MailChimp, and Photoshop/Canva would be useful

CONDITIONS OF EMPLOYMENT

Role:	Communications Manager, reporting to the CEO
Salary:	£40,000 (25 days' holiday, statutory pension, sick pay)
Hours of Work:	Full-time, 35-hour week
Location:	London, Victoria, SW1

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 jobs@qest.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 Wednesday, 17 July to jobs@qest.org.uk

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

First interviews, in-person, will take place week beginning 22 July.

Second interviews, in-person, will take place week beginning 29 July.

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

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).