



Job Description – Craft Town Coordinator

Position:	Farnham Craft Town Coordinator
Hours:	40 days, roughly one day per week
Responsible to:	Craft Town Steering Group (Farnham World Craft Town is led in partnership by Farnham Maltings and Farnham Town Council)
Contract:	Freelance – until March 2022
Last updated:	Feb 2021

Role Overview

Farnham is home to world-renowned craft artists and the next generation of emerging makers. There is a strong community of craft across all forms and levels in our town and a celebration of craft is distinctive to what makes Farnham special. Farnham became England's first Craft Town in 2013 with Farnham Craft Month starting in the same year. Over the years momentum for Farnham Craft Town and Craft Month has grown and in 2020 Farnham was designated a World Craft City by the World Crafts Council.

The Farnham World Craft Town initiative is led in partnership by Farnham Maltings and Farnham Town Council who created a craft vision for the town. Key stakeholders from local craft organisations and area makers have shown their support by contributing to the local maker network and organisational discussions around Craft Month. The role of the Craft Town Coordinator involves connecting with many different people and groups and a high level of organisation.

The central focus of the Craft Town Coordinator role will be Farnham Craft Month which takes place in October. While the role is roughly 40 days as a whole, the bulk of the time spent will be in the lead up to and during Craft Month. This will require a flexible working pattern on the part of the successful candidate making it suitable for an individual with other freelance or part time commitments.

1. Objectives and Responsibilities:

- 1 To develop and fundraise for a programme of work that builds upon the recent designation of Farnham as a World Craft City.
- 2 To oversee the development and delivery of Craft Month 2021.
- 3 To gather evidence on impact and report back to the steering group on the project's development.
- 4 To ensure there is in place a profile and marketing plan and delivery of the plan.

2. Duties:

- 1 To develop and fundraise for a programme of work that builds upon the recent designation of Farnham as a World Craft City.
 - To develop a strategic plan that encapsulates the lead partners, Farnham Maltings and Farnham Town Council, vision and ambition for Farnham: World Craft Town.
 - To scope and identify funding opportunities to deliver the ambitions of the partners.
 - To work with the partners to compile and submit applications.
 - To sustain the commitment of the existing partners and identify new partners that share our ambitions.

- 2 To oversee the development and delivery of craft month 2021.
 - Co-ordinate the activities of the advisory group partners for Craft month in October.
 - Communicate regularly with the advisory group to monitor progress of each project against the agreed objectives.
 - Coordinate regular advisory group meetings.
 - Liaise and build relationships with local makers to ensure their inclusion in craft month.
 - Identify new craft town advisory group partners and encourage their participation in craft month.
 - Ensure that craft month activities have digital or online options where possible.

- 3 To gather evidence on impact and report back to the steering group on the project's development.
 - Produce a report of current activities and future ambitions at the end of March 2022.
 - Identify key metrics with which to measure growth and impact.
 - Gather data on the number of sessions held in each community, with the number of participants and age group represented for each session.
 - Gather feedback from participants and craft makers artists as numerical evidence of impact.

- 4 To ensure there is in place a profile and marketing plan and delivery of the plan.
- Work with the lead partners to develop and deliver a marketing and press plan.
 - Encourage stakeholders, artists and communities to engage with this plan.
 - Identity key messaging opportunities for marketing and social media.
 - Coordinate social media posting on the Farnham World Craft Town accounts.

Applicants are requested to submit a CV and cover letter highlighting their relevant experience to:

Allison Thistlewood
Events Coordinator, Craft
Farnham Maltings
allison.thistlewood@farnhammaltings.com

Deadline for applications 31st March 2021.