

## **docrafts Job Description**

**Title:** Events Co-ordinator

**Department:** Marketing

**Reporting To:** Marketing Editorial Manager

**Salary:** Depending on experience

**Headline Responsibilities:** Organise and grow the docrafts Events programme, ensuring timely delivery and service for customers. Implement processes and training to improve demonstrator skillsets and increase product sales at store Events. Plan and despatch demonstrator product kits on a bi-monthly basis in good time for project samples to be made. Comprehensively advertise and promote Events through docrafts publications, digital platforms, email newsletters and external press to increase Events footfall.

Report on Events occurrences, profitability and customer feedback to senior management on a bi-monthly basis. Monitor Events reports and create strategies and campaigns to continue evolving the programme and catering for changing consumer buying habits.

Keep in regular contact with demonstrators and provide business updates as well as gaining an understanding of their availability to ensure coverage across the UK & ROI. Take responsibility for recruitment and training of new demonstrators where necessary.

Plan content and logistics for agreed trade and consumer exhibitions. Liaise with organisers, external partners and the docrafts sales team to create platforms for successful shows. Consider longer term attendance when planning exhibition stands to ensure efficient use of spend.

Assisting the Marketing team with project commissioning and product sample distribution. Co-ordinating project samples and set props for TV Shopping shows and helping with administrative tasks across the Marketing department when required to ensure deadlines are met.

### **Key Skills:**

- Planning and scheduling
- Excellent internal and external communication skills
- Impeccable editorial and numeracy
- Comprehensive knowledge of the following software packages:
  - Microsoft Office (especially Excel)
  - Adobe Photoshop

### **Experience:**

- Events & exhibition planning
- Craft industry knowledge or personal interest preferable

### **Values:**

- A good team player
- Enthusiastic and eager to learn
- Excellent attention to detail and time keeping