



The Basketmakers'
Association

The Basketmakers' Association Board

Communications & Marketing Director

Location: Remote/Hybrid (occasional in-person meetings)

Commitment: 10 Board meetings per year. The Marketing Director is also expected to have regular meetings with the Admin Officer, Journal staff, and key IT partners. Voluntary (reasonable expenses reimbursed)

Term: 3 years, renewable

The Basketmakers' Association

The Basketmakers' Association (BA) is a member-led UK-based organisation committed to supporting basketmakers, chairseaters and those interested in related crafts promoting traditional and contemporary approaches, fostering learning, appreciation, and innovation in the crafts. As we enter a critical phase in our evolution, the BA is establishing a new Board to guide our development and ensure a proactive and sustainable future.

As the organisation continues to move through this transition period, the current board has also recommended the creation of an Operations Manager role. The intention would be for this position to provide administrative and organisational support, enabling volunteers to focus on events, projects, member engagement, and advancing the BA's aims and objectives. The Operations Manager would also support the Board by coordinating key administrative processes, maintaining organisational records, preparing documentation, monitoring actions and deadlines, and helping to ensure the effective implementation of Board decisions. Creating this new role will be discussed at the BA AGM on 26 September and if agreed the recruitment process will happen Autumn/Winter 2026.

In line with our [2025 Position Statement](#), we are seeking a Communications & Marketing Director to lead the strategic development of the BA's digital presence and communications.

Role

The Communications & Marketing Director will lead the strategic development of the Basketmakers' Association's digital presence and communications. You will oversee the organisation's public-facing platforms such as the Journal, E-News, and Social Media, driving digital innovation and ensuring that BA's communications reflect the creativity and diversity of our community. This role is central to promoting member engagement, growing visibility, and supporting income-generating initiatives.

Key Responsibilities

Strategic Digital and Marketing Leadership

- Develop and implement a marketing and communications strategy aligned with BA's vision and goals.
- Shape BA's digital presence, including website development, online learning, social media, and CRM systems.
- Support membership, education, and public engagement initiatives through effective digital storytelling and content creation.
- Maintain consistent branding and tone across all platforms.

Innovation and Income Generation

- Identify and develop new income streams through digital channels—such as e-commerce, online workshops, or digital archives.
- Enhance BA's visibility, reach, and relevance to new audiences, partners, and funders.
- Work collaboratively with Finance and IT Directors to align digital innovation with financial sustainability and governance.

Operational Oversight and Collaboration

- Oversee marketing and communication systems to ensure they are inclusive, secure, and future-proof.
- Support and coordinate staff and volunteers involved in digital, marketing, and communications projects.
- Use analytics to track engagement and measure the effectiveness of campaigns.
- Ensure compliance with accessibility, GDPR, and ethical communication standards.

Essential Experience & Skills

- Proven experience in digital marketing, communications, or brand management (ideally within a membership, cultural, or nonprofit setting).
- Strong knowledge of digital platforms, CRM systems, and online communication tools.
- Experience in developing digital strategies and managing brand identity.
- Excellent communication, collaboration, and project management skills.
- Commitment to inclusive, accessible, and ethical digital practice.

Desirable

- Experience working with arts, heritage, or craft organisations.
- Understanding of digital income generation and audience development.
- Interest in basketry, chair seating, or traditional crafts (not essential).

What We Offer

- A meaningful opportunity to shape the future of a respected national craft organisation.
- Collaboration with a dedicated, values-driven Board and Membership community.
- The chance to lead digital innovation and engagement in a creative, community-led setting.

How to Apply

To express your interest, please send a brief outline of your interest in the position and the relevant skills or experience you would bring to the board to chair@basketmakersassociation.org.uk.

Deadline: 26 August 2026

If you are interested in learning more before applying, or if you have any questions, please get in touch with Evie Stretch, Community & Volunteer Director via evie.stretch@basketmakersassociation.org.uk
