



The
GOLDSMITHS'
Company

Director of Communications

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The communications and
advocacy headhunter

Role:

Reporting:

Salary:

Location:

Director of Communications

Chief Executive and Clerk

Up to £100,000

Goldsmiths Hall, London

The Company

The Worshipful Company of Goldsmiths, more commonly known as the Goldsmiths' Company, is one of the Great XII Livery Companies of the City of London and received its first royal charter in 1327. It remains a relevant contributor to contemporary national life. Founded to regulate the craft or trade of the goldsmith, the Goldsmiths' Company has been responsible since 1300 for testing the quality of gold and silver; from 1975 of platinum; and from 2010 of palladium. The Company also plays an important role in support of the precious metals and jewellery crafts and industry; funding apprenticeships, assisting with the technical training of aspiring craftsmen. The Company runs the annual Goldsmiths' Fair, exhibitions and other events. Its £17.5m investment in 2007 in creating the Goldsmiths' Centre, which provides training and workspace to goldsmiths, silversmiths and allied crafts in the heart of Clerkenwell, is testament to the Company's active role in all aspects of the craft and industry. The Company also supports a wider range of charitable, educational and cultural causes.

The Goldsmiths' Company is now looking ahead to the celebration in 2027 of the 700th anniversary of its first royal charter, with an ambitious programme of activity, for which a budget of £70m has been set aside. The first major element of this programme is a pledge of £10m to a new Museum of London, due to open in 2023.



Queen Elizabeth II Coronation Cup. R.Y. Gooden

The main objectives of the Goldsmiths' Company are:

- To support the precious metal and jewellery crafts, industry and trade through training, education, and promotion; including programmes delivered by the Goldsmiths' Centre.
- To operate the London Assay Office and test the coinage of the realm annually through the Trial of the Pyx.
- To administer and act as a Trustee of the Company's charities.
- To build on the Company's traditions to enhance its contribution to life, work, education, and culture in the City of London and other parts of the United Kingdom.
- To manage the Company's financial affairs to secure the long-term future of the Company and its activities.



Membership

The Goldsmiths' Company members are the life blood of the Company, made up of approximately 1,550 Freeman and 285 Liverymen. More than half of the membership comprises men and women engaged in the trade, which includes silversmiths and jewellers as well as those in allied areas such as design, retail, and auction. The remainder incorporates a broad range of backgrounds and experience with industry, commerce, education, and the arts well represented.

Governance

Governed by the Court of Assistants (effectively the Board) and the Court of Wardens (Executive Committee), the Goldsmiths' Company has a number of Committees which deal with specific matters relating to the management and governance of the Charity.

The Goldsmiths' Company staff is headed by its Clerk/Chief Executive, Sir David Reddaway KCMG MBE, appointed in 2016, who leads a senior management team comprised of Mr Simon Hutchinson, Deputy Clerk; Dr Robert Organ, Director of the Assay Office; Mr Robert Preece, Director of Finance; and Mr Peter Taylor, Director of the Goldsmiths' Centre. Headcount for the Goldsmiths' Company and the Goldsmiths' Centre currently stands at c.140 staff.

Purpose of the Position

To define, implement, and regularly review the Communications & Marketing strategy for the Goldsmiths' Company. The role holder will take responsibility for delivering the Company's communication, marketing, and promotional activities to enhance the reputation of the Company's role as a relevant contributor to national life and supporter of its related trade and crafts.

The role holder will work across the Company and its Committee structure to understand and articulate the Purpose, Values, and Goals of the Company. This is particularly relevant at an exciting time in the Company's history as it looks ahead to the celebration in 2027 of the 700th anniversary of its first royal charter.

Scope

The Director of Communications will have overall responsibility for the Communications and Marketing team, with a primary focus on internal, external, and digital communications, including oversight of events and promotions activity.

The role holder will report directly to The Chief Executive and Clerk and will be accountable to the Chair of the Communications & Marketing Committee, forging a strong and collaborative relationship with the Chair of the committee and other relevant stakeholders.



Communications

To define and implement a communications strategy and plan to influence opinion formers, including media, Government, other relevant stakeholders, and the public.

To understand and communicate key messages to the Company's target audiences (including its membership); developing a communications strategy that will take advantage of all appropriate media platforms - including digital - and which will underpin the Company's new approach to Customer Relationship Management (CRM).

To review and agree a strategic approach to the Company's communication, brand management and promotions activity; advising on how to achieve optimum synergy between the Goldsmiths' Company, Goldsmiths' Centre, the London Assay Office, and other partners.

To forge and maintain partnerships that will reinforce awareness of the Company's contribution to national life, for example, with precious metal, jewellery and contemporary silver organisations, museums, galleries and Livery Companies/City institutions.

Events and Promotions

To oversee work on Event and Exhibition planning and delivery; managing and supporting the Director of Events & Promotion to deliver key events for the Company and build the consumer audience for precious metal and jewellery and contemporary silver.

Leadership and Management

To embody inclusive leadership behaviours and to manage direct reports in a way that develops talent and promotes a high performing team culture.

Budgets and Financial Management

To be responsible for the effective management of the overall Communications & Marketing budget, building an effective working relationship with the Director of Finance and the Finance team.

Skills and Personal Attributes

The role holder will be able to demonstrate:

- Experience in communications, including public/external affairs and crisis management.
- An established network of relevant media and government contacts.
- Strategic vision to develop a communications strategy, covering all the elements of the Goldsmiths' Company's work.
- Capacity to lead in delivering the strategy effectively.
- A practical understanding of charitable, not for profit organisations, and knowledge of the design, arts or education world would be an advantage. The desire and capacity to learn rapidly about Livery companies and their work and heritage, is essential.
- Experience of using CRM systems to their full advantage to target and engage a diverse range of audiences.
- Previous experience of playing an energetic role in a senior team, working with committees, in a highly collaborative environment.

Personal Attributes

- Intellectually and commercially astute with a high degree of emotional intelligence.
- Open and collaborative team player, with a hands-on flair for developing concepts and seeing them through to 'profitable' fruition as well as prioritising multiple tasks and working to tight deadlines.
- Exceptional communicator, with well-developed networking, presentation and interpersonal skills to raise the profile of the organisation and influence, enthuse and engage key stakeholders internally and externally.
- Resilient, able to cope with pressure and defuse situations with sound judgement and a sense of humour.



Contact Gavin Ellwood for further information and to apply.



Gavin is the founder of Ellwood Atfield and has over twenty years' headhunting experience.

He specialises in the appointment of senior communicators and influencers, advising the boards of a diverse range of organisations and global brands.

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Ellwood Atfield is delighted to be working in partnership with The Goldsmiths' Company. We are the communications and advocacy headhunter. A sincere preoccupation with the people we work with, as well as the challenges they face, has been key to our growth. We love what we do, and are good at it.

Further Reading

[The Goldsmiths' Company](#) • [The Goldsmiths' Centre](#) • [The London Assay Office](#)





Necklace, 2014, by Jane Adam.

020 7340 6480

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