

A vibrant nightclub scene with a DJ in the foreground and a crowd of young people dancing in the background. The lighting is warm and red, creating a lively atmosphere. The DJ is a woman with long dark hair, wearing a dark top and jeans, focused on her equipment. The crowd consists of diverse young adults, some with their arms raised, enjoying the music.

# YOUTH MUSIC

**Head of Communications &  
Marketing (Maternity Cover)**  
RECRUITMENT PACK  
August 2024

## ***ABOUT YOUTH MUSIC***

**We are Youth Music.** We're the UK's leading young people's music charity. And we believe that every young person should have the chance to make, learn and earn in music and wider creativity.

Yet our research shows that many can't because of who they are, where they're from or what they're going through.

We leverage our insights, investment, and influence to build a national grassroots infrastructure that ensures the future of music is more inclusive, diverse, equitable and accessible.

Youth Music is a national charity funded thanks to the National Lottery via Arts Council England, players of People's Postcode Lottery and support from partners, fundraisers and donors.

For more information, visit [www.youthmusic.org.uk](http://www.youthmusic.org.uk).



Every year we partner with over ***500*** music projects, reaching over ***100,000*** young people.

Play the two minute video above  
to find out more.



# WHAT WE DO

## Distribute Funding

As a national foundation our core work is giving grants to other charities, arts venues, youth clubs, nurseries, music businesses (and more), to run projects that support young people to make, learn or earn in music.

## Campaign

Using our evidence and insights we campaign alongside young people to equalise access to music.

## Fundraise

The money we distribute is fundraised from the lottery, corporate partnerships and campaigns like [Give a Gig](#).

## Youth Music Awards

Every year we celebrate the most forward-thinking projects and people making, learning and earning in music. This helps engage industry partners in our work.

## NextGen Community

We support young creatives aspiring to build and work in the music industries of the future by offering access to funding, paid opportunities and industry connections.

**95% of attendees in 2023 told us that the Youth Music Awards is helping to build a more diverse and inclusive music industry.**

## ***INFLUENCE***

Our evidence and impact enables us to powerfully advocate for systemic change and raise more funding for the sector.

## ***INSIGHTS***

Our unique national view of the grassroots music landscape provides a wealth of data enabling us to make strategic investments in high impact projects.

# **YOUTH MUSIC**

## ***OUR MODEL***

## ***INVESTMENT***

We know where and how to invest our funds, reaching around 100,000 young people each year who would otherwise miss out.

## ***INFRASTRUCTURE***

Over 20+ years we've built up a national grassroots infrastructure that ensures the future of music is more creative, more diverse and more inclusive.

# ***OUR VALUES***

## **Bold**

Leading change means taking informed risks, however uncomfortable.

## **Responsive**

Like the young people we work with, we're constantly growing and open-minded.

## **Inclusive**

We take a proactive and leading approach to Inclusion, Diversity, Equality and Accessibility.

## **Trusting**

The biggest impact will come from collaborating with and enabling others.

## **Enterprising**

We think creatively and act dynamically.

# ***OUR STRATEGIC FRAMEWORK 2023-2026***

## **Outcome 1**

Equalise Access And Outcomes for [Children And Young People](#)

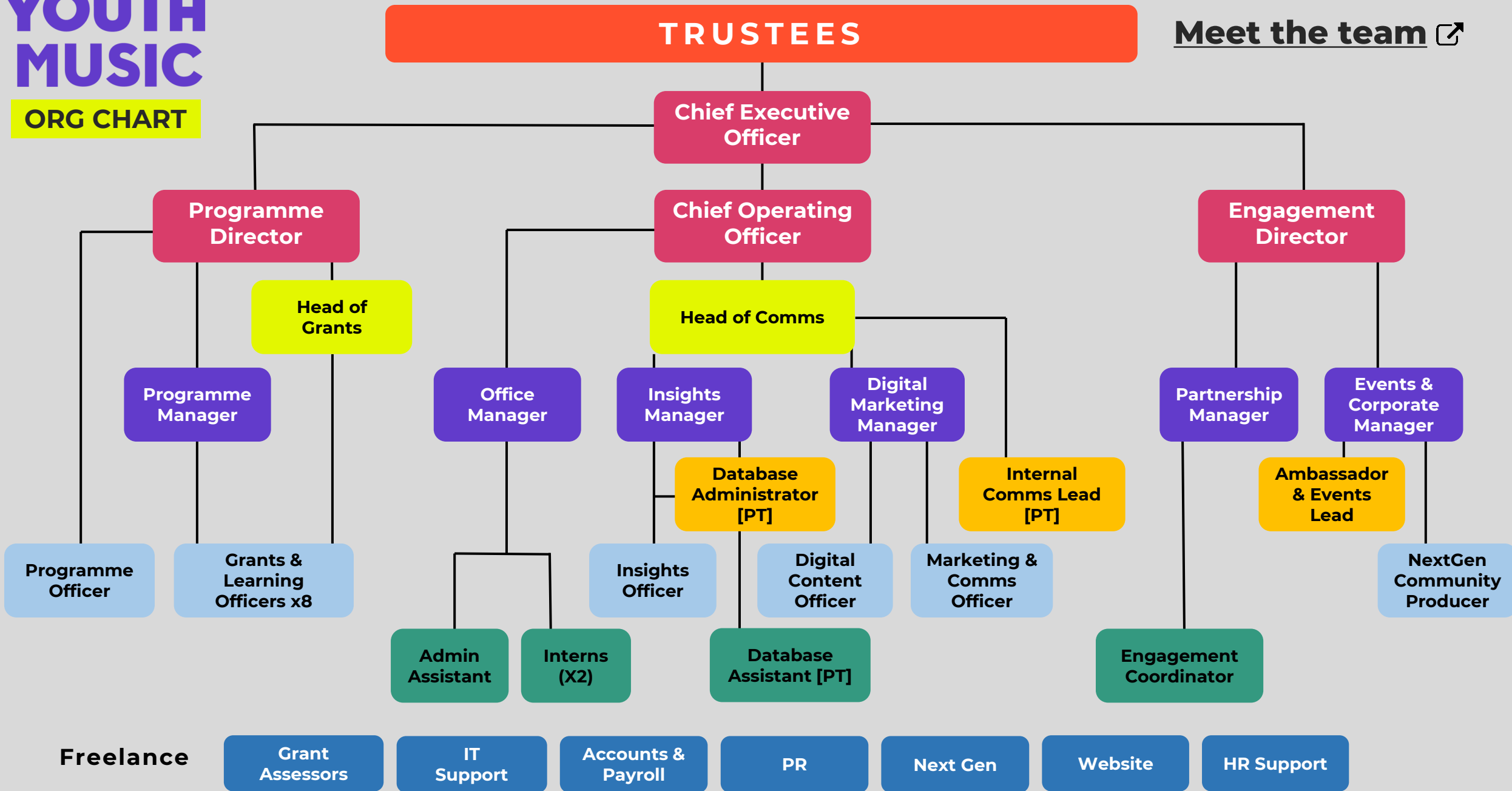
## **Outcome 2**

Empower [Projects And Professionals](#) to Survive and Thrive

## **Outcome 3**

Inspire Change Amongst [Creative Ecosystem](#)

Read more about our work in our latest [Impact Report](#)





## ***COMMITMENT TO DIVERSITY & EQUAL OPPORTUNITIES***

- Youth Music is an equal opportunity and Living Wage employer. We are committed to attracting, recruiting and retaining diverse candidates. It's important that our team reflects the communities we serve.
- We are currently under-represented by individuals from a working-class background, the Asian/Asian British community and wider Global Majority, Disabled people, the Trans community and people of faith.
- If you are Disabled and your application meets the minimum criteria for the post, we will offer you a guaranteed interview. Youth Music is a Disability Confident Committed Employer and we are committed to making adjustments that would support you in applying for, or carrying out the role.
- Please contact [constance.dingri@youthmusic.org.uk](mailto:constance.dingri@youthmusic.org.uk) if you have a disability and/or access requirements or if you wish us to consider any other reasonable adjustments to ensure the interview process is fully accessible.

[Our Equality, Diversity and Inclusion Statement](#)



## ***ABOUT YOU***

You'll be an ambitious, proactive, strategic and creative communicator with excellent project and people management skills.

You'll have previous experience of leading a communications function working across multiple teams and agencies, with a track record delivering results.

Bold and passionate about our cause, you'll be inspired by the idea of empowering young people to tell the stories of how they are transforming their lives through music. A highly skilled communicator and storyteller, you'll combine a keen eye for detail with an ability to see the bigger picture. Able to plan, execute and operate at pace, you'll have a strong understanding of brand building, and the role of communications as part of this.

You're engaged with the external environment, current affairs and social media platforms. You're able to proactively spot and exploit relevant communications opportunities and have experience in maximising the potential of digital marketing for a brand. You'll recognise the potential to be unlocked across Youth Music's various channels and can work strategically across the organisation to achieve this.

You'll thrive under pressure and can work flexibly to juggle multiple and competing priorities. You're a strong team worker able to collaborate and drive your team, external agencies, freelancers, and senior stakeholders to achieve great outcomes.





## ***ABOUT THE ROLE***

The Head of Communications and Marketing maternity cover will oversee delivery of our communications and marketing strategy, designed to respond to the organisational Business Plan 2024 to 2027. It's an exciting position, as we expand our strategy and team, with scope to further build our public profile across a variety of key audiences and, ultimately, enhance the sustainability of our work.

The role has oversight of all communications functions at Youth Music including content, marketing, digital, campaigns, PR and insights. Working across all teams in the 30-person organisation, the Head of Communications and Marketing role will be about ensuring that everything fits together both operationally and strategically.

The successful candidate will oversee the team in embedding our brand new website (due to launch Autumn 2024), and exploring ways of developing our content strategy. They will also lead on several campaigns – from raising awareness of the funding crisis, to the annual Youth Music Awards event.

The role reports to the Chief Operating Officer. It sits in the Core team, working strategically across the organisation as a member of the Executive Group (formed of Directors and Heads) and Planning Group (formed of Senior Executives and Managers). It includes line management of the Digital Marketing Manager, Internal Communications Lead and Insights Manager, as well as several external suppliers and agencies.



# ***KEY RESPONSIBILITIES (1)***

## **Strategy and Planning**

- Building the brand and reputation of Youth Music as the UK's leading young people's music charity.
- Delivering an ambitious and high-impact communications strategy and overseeing its implementation and communication across the organisation.
- Playing an active role in the Executive Group, informing strategic decision making.
- Collaborating with Youth Music's trustees, keeping the group informed on communications activity, and equipped with key messaging. Also engaging relevant individuals where appropriate for their expertise.
- Overseeing implementation of Youth

Music's new digital marketing strategy.

- Working alongside the PR agency and CEO to ensure continued growth in media presence.
- Ensuring consistency in key messages, audiences, visual identity, house style, tone, and appropriate language.
- Advising and supporting Youth Music colleagues, funded partners and young creatives on communications strategy.
- Ensuring that Youth Music meets and reports on all communications targets (including requirements from major funders National Lottery via Arts Council England, People's Postcode Lottery and partners).

## **Insights and advocacy**

- Embedding insights and evidence into

our communications outputs to create compelling campaigns, support fundraising, and demonstrate our impact.

- Leveraging Youth Music's evidence of 'what works' to influence policy and create thought-leadership opportunities.
- Leveraging our advocates and ambassadors to amplify our insights, impact and storytelling.

## **Copywriting and Editing**

- Editing, copywriting and sign-off (as required) of key documents and text.
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## ***KEY RESPONSIBILITIES (2)***

### **Media and PR**

- Leading on the relationship with external PR agency, ensuring they're delivering on proposed plans and KPIs.
- Co-ordinating with colleagues to source appropriate projects, case studies and spokespeople for media opportunities.
- Identifying potential PR risks and supporting Senior Leadership Team/Executive Group on crisis management.
- Acting as a public advocate and spokesperson as required.

### **Management and Communication**

- Managing the communications team.
- Overseeing relationships with external communications suppliers, supporting

managers with day-to-day responsibility for agency management.

- Ensuring internal colleagues are aware of external trends and issues affecting Youth Music's work.
- Co-ordinating communications needs from across the organisation.
- Leading the communications team in monitoring, evaluating and improving performance of all communications activities, and sharing successes/learnings internally.
- Ensuring compliance with relevant Youth Music policies, including data protection, safeguarding, and equality, diversity and inclusion.
- Keeping up-to-date with best practice in communications and digital innovation.

### **General**

- Carrying out all such additional duties as are reasonably commensurate with the role.
- Commitment to equality, diversity and inclusion, with good awareness of accessibility and understanding of inclusive best practice.
- This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder will perform.

# ***PERSON SPECIFICATION***

## **Essential Experience**

- Minimum 2 years management experience leading a communications team.
- Informing strategic decision making at Trustee and Executive level.
- Managing colleagues at management level
- Building and strengthening the brand and reputation of a leading organisation.
- Experience across content, marketing, digital, campaigns, PR.
- Effective agency management.
- Applying strong interpersonal and communication skills to manage relationships with senior colleagues, agencies, direct reports and colleagues across the organisation.
- Excellent project management to deliver and implement strategies, campaigns and initiatives.
- Strong attention to detail, including ability to adapt copy for different audiences and ensure adherence to brand guidelines.

## **Desirable Experience**

- Experience in a charity, agency, youth or music organisation.
- Crisis management
- Knowledge of best practice in communications and digital innovation
- External environment and current affairs knowledge and networks
- Understanding of the music education and/or music industries landscape.
- Passion for music and interest in its benefits for individuals and society.
- Working with insights data.





## ***SALARY & BENEFITS***

**Salary:** £45,000

**Pension:** 8% of salary towards a non-contributory group pension

**Contract:** Maternity Cover, Full Time, Fixed Term for 9 months October 2024 – June 2025 (potential to extend to 12 months). We operate a blended working approach where you will be required to work in the office two days a week (Tuesday & Wednesday)

**Location:** The Print Rooms, 164 – 180 Union Street, London, SE1 0LH

**Holidays:** 25 days plus public holidays and additional days over Christmas holidays when the office is closed.

### **Additional benefits:**

Learning and development opportunities, a loans programme to cover the initial cost of, for example a bike to cycle to work or gym membership, death in service and critical illness insurance, income protection insurance for illness, an employee assistance programme.

There is also an opportunity to fully engage in the staff led Values Committee, Environmental Working Group and the Inclusion, Diversity, Equality and Access (IDEA) working group.

# HOW TO APPLY

To apply please [visit our website](#) you'll need to complete the following, sending them to: [jobs@youthmusic.org.uk](mailto:jobs@youthmusic.org.uk) with the subject line '**Head of Communications & Marketing – Maternity Cover**'. Please ensure you complete:

- Application Form
- Applicant Details Form
- [Equal Opportunities Form](#) (this is an online anonymous form to complete)

We also accept video/audio applications, please include the same information shown in the written application format.

If you are Disabled and your application meets the Essential Experience for the post, we will offer you a guaranteed interview. Youth Music is a [Disability Confident](#) Committed Employer and we are committed to making adjustments that would support you in applying for or carrying out the role.

Deadline for applications: **5pm, Friday 30<sup>th</sup> August 2024**

We operate a two-stage interview process and send interview questions and tasks in advance of interview to shortlisted applicants. Shortlisted applicants will also be offered the opportunity to chat with the current Head of Communications & Marketing ahead of their interview.

1. Stage One: Suitable candidates will be offered an online interview on **Thursday 5<sup>th</sup> September** on Teams.
2. Stage Two: Suitable candidates will then be invited to a second in-person interview. This will be held on **Wednesday 11<sup>th</sup> September** at Youth Music's offices.

Youth Music will cover travel expenses for successful candidates that attend their interview. Due to capacity, we will only be able to contact candidates that have been shortlisted to interview. If you have any questions about the application process or the role, please contact [constance.dingri@youthmusic.org.uk](mailto:constance.dingri@youthmusic.org.uk)



## Contact Us

Phone: +44(0)20 7902 1060

Email: [jobs@youthmusic.org.uk](mailto:jobs@youthmusic.org.uk)

Website: [www.youthmusic.org.uk](http://www.youthmusic.org.uk)

## National Foundation for Youth Music

Studio LG01, The Print Rooms

164-180 Union Street

London

SE1 0LH

Registered Charity Number 1075032

Limited Company Number 03750674

Please see our [privacy policy](#) to find out more about how we handle your data. You can also find further information within the application form.