



Digital Marketing Intern

Part time (15 hours per week), £9.75 per hour (London Living Wage)

Six month position from November 2017 - April 2018

About Youth Music

We're a national charity investing in music-making projects for children and young people experiencing challenging circumstances.

We believe everyone should have the chance to make music.

Our projects help young people develop musically, of course, but they have personal and social outcomes too.

We know that those facing difficulties - economic problems, lifelong conditions, tough circumstances or behavioural issues - are often the ones who get the most out of music-making.

Youth Music offers meaningful chances to young people in complicated situations.

You can help us make a genuine difference to many more young lives.

www.youthmusic.org.uk

About the role

Give a Gig is Youth Music's flagship fundraising initiative. We're asking the public to help transform the lives of children and young people by putting on a live music event: any size, any genre, anywhere.

From 16-25 March 2018 we'll be holding our second ever Give a Gig Week. We need to spread the word to musicians, venues and promoters, making sure it's a nationwide music-making extravaganza, and that our supporters raise lots of money with their events.

The Digital Marketing Intern will have a key role in ensuring that Give a Gig Week is a big success. You'll provide marketing and communications support to Youth Music's Communications Manager, working with colleagues across the organisation. It's a varied role, with tasks including generating ideas to engage new supporters, helping participants to promote their gigs, and keeping tabs on online discussion.

This internship is designed to help someone who would like to work in the arts or charity sector, offering a fixed-term opportunity to gain experience and skills in a paid role. We'll give you on-the-job training in all aspects of charity communications, offer external development opportunities where appropriate, and provide you with support towards finding your next role after Youth Music.

You don't have to have lots of experience to apply, but we are looking for enthusiasm and a desire to learn.

What you will learn

- How marketing and communications works in a national charity
- How to promote a major initiative via social media
- How to write eye-catching copy for blogs, Twitter and other social media channels
- How to track social media analytics
- And much more – you'll be working closely with our Communications Manager and colleagues across the organisation.

What we require

- You'll have an interest in creating content for social media
 - You'll enjoy writing and coming up with creative ideas
 - You'll be keen to learn and absorb new skills
 - You'll be methodical and well-organised
 - You'll be able to work accurately and meet deadlines
- You'll be a fan of live music – of any genre!

Role title: Digital Marketing Intern

Salary: £9.75 per hour (six months: November 2017 – April 2018)

Hours: 15 per week

Annual leave: 25 days per year (pro rata)

Location: London SE1 3LE

How to apply

Write a cover letter explaining how you meet the requirements above, describing why the role is of interest to you, and giving examples of any relevant experience and skills. Send the letter, along with a CV including two referees, to interns@youthmusic.org.uk, with **Digital Marketing Intern** as the subject line.

After we've reviewed the applications we will undertake some short and informal telephone interviews with prospective candidates.

First round interviews will take place at Youth Music's office in London. If you are invited to interview and are travelling from outside London, we will cover travel expenses.

Deadline for applications: Wednesday 27 September, 10am

Telephone interviews: Tuesday 3 or Wednesday 4 October

First round interviews: Monday 9 October

Second round interviews (tbc): Thursday 12 October

If you haven't heard from us by two weeks of the deadline, your application has not been successful on this occasion.