



Communications Assistant

Part time: 16 hours per week (flexible), £9,813 per annum (£23,000 pro rata)

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

Youth Music is an equal opportunities and a Living Wage employer. We encourage applications from all sections of the community but particularly welcome applications from candidates from BAME backgrounds as they are underrepresented within our staff team.

Job description

The Communications Assistant plays a key part in helping to grow Youth Music's appeal and increase income (so that we can invest in even more music-making projects for children and young people nationwide). The role has a particular focus on engaging and celebrating Youth Music's supporters through our social media channels. You will gain experience in all areas of charity communications and marketing, and we will provide you with internal and external opportunities to develop your career.

We are looking for a proactive, creative and enthusiastic person, who enjoys writing and following new developments in social media.

Social media

- Day-to-day updating, scheduling and monitoring of Youth Music's social media accounts (including Twitter, Facebook and Instagram) using HootSuite.
- Posting creative content regularly as appropriate for each channel.
- Collaborating with Designer to produce creative visual assets.
- Researching social media trends and identifying opportunities for Youth Music.

Content/copywriting/proofing/editing

- Researching and writing web content encouraging and celebrating Youth Music's supporters (including Give a Gig, challenge events, donors)
- Writing copy for marketing materials including posters and postcards
- Collaborating with the Communications Manager and Content Writer on fortnightly planning meetings.

Web

- Uploading content to each of Youth Music's websites.
- Responding to enquiries sent to the Youth Music Network and Comms inboxes.
- Troubleshooting web bugs.

Evaluation/audience development

- Creating regular reports (and circulating to staff team) on:
 - website performance using Google Analytics
 - social media channels
 - newsletters
 - press and blog coverage
- Monitoring Youth Music's other evaluation tools including surveys, web tracking software etc.

General

- Adhering to Youth Music's house style and key messages
- Giving accurate estimates on jobs
- Prioritising workload efficiently
- Responding and adapting to urgent requests
- Assisting with overall Development team planning
- Attending and participating in staff update and learning meetings

Person specification

Essential

- Experience in a similar role (at least six months)
- High standards of written English
- Keen attention to detail
- Ability to summarise key points from lengthy copy
- An understanding of ways of communicating with different audiences
- Experience of using social media
- Experience of using web content management systems e.g. Wordpress, Drupal
- An interest in music, young people and social issues
- An interest in continuing to learn

Desirable

The following skills aren't essential, but would be useful for the role. If you don't have experience in these areas, we can offer opportunities to learn more about them.

- Experience of using newsletter management systems e.g. Mailchimp, Campaign Monitor
- Experience of using Google Analytics
- Experience of using video software e.g. iMovie, Adobe Premiere
- Experience of using design software e.g. InDesign, Photoshop

How to apply

Send a letter (maximum 2 sides of A4) and your CV to jobs@youthmusic.org.uk

The letter is the most important part of your application and should contain the following information:

- Why you're interested in the role
- How your skills and experience meet the person specification
- What you would like to gain from the role and the opportunity to work at Youth Music
- Your name, email address and contact phone number

Please also download and complete the Equal Opportunities monitoring form on our website and send it with your application.

Application deadline: 10am on Monday 27 November

Telephone interviews: w/b 4 December

Interviews at Youth Music's office: w/b 11 December