



National Foundation for Youth Music

Communications - Content Writer

Full time, up to £28,000 per year (fixed-term position until 31 March 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

The **Communications - Content Writer** post is a new and exciting role in Youth Music's Development team, reporting directly to the Communications Manager. You will play a key part in demonstrating the impact of Youth Music's work, and need for support, to the general public. Your input will be essential in helping us meet two key aims of our new business plan: to grow our appeal and to significantly increase fundraised income. You will write engaging copy highlighting the work of projects funded by Youth Music, explaining the personal, social and musical impact for young people experiencing challenging circumstances (including poverty, disability and mental health issues).

You'll be writing content - including case studies and features - for our website and newsletters, and you'll help to produce fundraising and marketing materials. You'll be in direct contact with the music-making projects we invest in, gathering music and videos made by young people as well as collecting photos, stories and quotes from project staff. And all this information needs to be used to communicate in an interesting, on-brand and clear way with supporters and potential donors.

We're looking for someone who's enthusiastic and motivated, with excellent writing skills and an accurate eye for proofing. You'll need the ability to turn all sorts of different information into engaging copy for a variety of audiences, and to adapt it for a range of purposes.

Job description

Writing content

- Collaborating with Communications Manager on copy explaining Youth Music's work with children and young people experiencing challenging circumstances. Adapting and editing this content for different purposes and audiences.
- Writing emotive yet evidence-based case studies demonstrating Youth Music's impact.
- Writing appealing and informed content showcasing the impact of, and need for, Youth Music's work including:
 - news stories and features for the Youth Music website
 - newsletters
 - fundraising and marketing materials
- When needed, supporting the Communications Manager in proofing and editing copy written by Youth Music staff.
- Uploading content using a CMS, and regularly reviewing copy and updating as necessary.

Gathering information

- Gathering information extracted by Grants and Learning team from project evaluation reports (including info about participant demographics, genres used, outcomes for young people) and research findings (including regional information, cultural trends, national overview).
- Communicating directly with project staff, participants and families to develop case studies, building an understanding of how Youth Music projects have helped change young people's lives.
- Putting out calls for interesting content from projects (including music, videos and photos) and identifying engaging stories to be developed into case studies and PR opportunities. Ensuring appropriate permissions and credits are in place and recorded for all content.
- Helping Communications Manager to populate and implement content plan.

General

- Adhering to Youth Music's house style and key messages, creating a consistent brand and tone.
- Prioritising workload efficiently, and giving accurate timing estimates on tasks. Working flexibly on ad hoc requests.
- Assisting with overall Development team planning.
- Participating in regular team and whole-staff meetings.

Person specification

Essential

- Exceptionally high standards of written English
- Keen attention to detail, able to proofread and edit copy
- Ability to summarise key points from lengthy information
- Ability to adapt writing style and tone for different audiences
- Experience in not-for-profit communications or marketing
- Confidence using a variety of IT software, e.g. Word, Excel
- Strong relationship-building skills with the ability to work collaboratively and flexibly
- Friendly and approachable, comfortable engaging with anyone
- A strong interest in social issues affecting young people
- An enthusiasm for music of any genre.

Desirable

- Experience of using web content management systems (CMS) e.g. Wordpress, Drupal
- Experience of using newsletter management systems e.g. Mailchimp, Campaign Monitor.

Job title: Communications – Content Writer

Salary: up to £28,000 per year (fixed-term position until 31 March 2018)

Hours: 37.5 per week

Annual leave: 25 days per year

Pension: 8% non-contributory employer contribution

Location: London SE1 3LE

How to apply

Write a cover letter explaining how you meet the person specification, describing why the post is of interest to you, and giving examples of your relevant experience and skills. Please note that as this is a writing role, the cover letter is essential in helping us to make our decision about which candidates to invite to interview. Send the letter, along with a CV and completed equal opportunities monitoring form, to jobs@youthmusic.org.uk.

Deadline for applications: **9am on Thursday 7 July**

Interviews: **Wednesday 13 July**