



Marketing & Communications Assistant

National Youth Orchestra of Great Britain

'The most uplifting orchestra in the world... the NYO makes me massively hopeful for the future of classical music.' *The Times*

The National Youth Orchestra of Great Britain (NYO) is the world's greatest orchestra of teenagers. Awarding the Queen's Medal for Music 2012 to NYO, the Committee stated that no other orchestra in the world has consistently achieved such brilliance in performance with such young musicians. Upon receiving the Ensemble Award at the 2016 Royal Philharmonic Society Music Awards – the highest recognition for live classical music-making in the UK – NYO was described as 'a beacon of excellence for decades'.

'They may be teenagers but at NYO you feel yourself to be working with some of the greatest musicians of our time.' Edward Gardner OBE, conductor.

Founded in 1948, NYO provides orchestral performance opportunities for the brightest and committed musicians between the ages of 13 and 19. Many of the UK's greatest musicians, past and present, are NYO alumni, including Sir Simon Rattle, Sir Mark Elder and Thomas Adès.

'NYO is one of the most important artistic institutions in the world.'

Sir Simon Rattle, Music Director, London Symphony Orchestra and ex- NYO percussionist

Drawing its 164 musicians from every background and part of the United Kingdom, NYO comes together three times a year for residential rehearsals, working alongside leading international conductors, tutors, and soloists. Each residency culminates in a high-profile concert tour, including an annual televised BBC Prom at the Royal Albert Hall.

NYO exists to give breakthrough experiences of orchestral music to teenage musicians and audiences of all backgrounds. In order to increase the reach and impact of its activity, NYO has launched two strands of activity, *NYO Inspire* and *NYO Open* which target committed young musicians who lack opportunities to advance their playing.

Named Classic FM's Orchestra of Teenagers, NYO and Classic FM will work together to inspire a new generation of young concertgoers and a major focus of the partnership is a £5 ticket scheme for under 25s to all concerts promoted by NYO. The Orchestra's broadcast agreement with BBC Radio 3 was extended to include all concerts, allowing NYO teenage orchestral brilliance to be communicated to wider audiences than ever before.

'Being in NYO reminds you that everyone matters, wherever they're from and whatever their role. We learn to put our own personal ambitions aside and work for the common good.' Georgia Hannant, NYO musician

As a registered charity, the National Youth Orchestra's income primarily comprises funds raised by a dedicated Development team from a range of sources including trusts and foundations, corporate and individuals, all of whom recognise its unique contribution to the lives of young people and Britain's musical ecology. Most members pay subsidised fees but the organisation works hard to develop bursaries to ensure any young person with talent can apply regardless of financial means. The NYO's annual turnover is approximately £2 million.

The National Youth Orchestra of Great Britain is a thriving organisation with a vision to inspire young musicians across the UK. We are looking for a dynamic and experienced Marketing and Communications Assistant to join our talented staff team. This role supports the Marketing Manager

to develop and deliver imaginative marketing, press, communications and audience development strategies to support all NYO activities.

You can find out more about the orchestra on the NYO website at [nyo.org.uk](https://www.nyo.org.uk) and learn more about our musicians at <https://www.nyo.org.uk/meet-the-orchestra>.

The Role

Purpose of the role:

To assist the Marketing and Communications Team in the delivery of NYO's marketing and communications campaigns with the aim of increasing both digital and physical audiences.

Reports to: Marketing Manager

Principal Areas of Responsibility

Marketing & Audience Development

- Assist in the delivery of marketing campaigns for all NYO activity including concerts, NYO Recruitment and NYO Inspire.
- Support a wide range of multiplatform marketing activity to include online and social media advertising, mailings, bookings, print production, coordinating deliveries and distribution.
- Research and contact organisations and networks to support the promotion of NYO activities, with a special focus on developing teenage audiences.
- Assist with collection and analysis of data to support marketing and audience development strategy.
- Assist in maintaining the email database and other marketing contacts lists.
- Develop strong collaborative working relationship with NYO Development Team.
- Support the Marketing and Communications Team at events as and when required.
- Support the Marketing Manager in developing strong working relationships with colleagues in partner organisations to increase both physical and digital audiences.
- Proof-read, write, and assist in the creation of marketing and communications materials including promotional copy and visual assets, as required.

Press & Media

- Assist the Marketing Manager in planning and creating proactive media campaigns to be shared across the NYO website and social channels.
- In collaboration with other members of the Marketing & Communications team, monitor presence and share content on social networking sites including Facebook, Twitter and Instagram, posting on relevant blogs, and seeding content into social applications as required.
- Organise and prepare material for press.
- Respond to all enquires promptly, professionally, and positively.

Selection Criteria

This position promises the right candidate an exciting opportunity to be part of a distinctive marketing and communications function in a dynamic national organisation that is highly regarded across the profession.

The successful candidate must demonstrate the following experience:

- The candidate will have some prior experience of working in an office in an administrative capacity – preferably within the marketing, communications or audience development team.
- Experience of working within a busy team.
- Proven delivery of website and social media channels management.
- Working effectively with external partners.
- An understanding of and commitment to diversity in all its forms.
- Experience of design software including InDesign and Photoshop (Not essential)
- Experience of video editing software including Final Cut Pro (Not essential)

The successful candidate must demonstrate the following competencies:

- Outstanding written skills – articulate, persuasive, and creative.
- Attention to detail and excellent proof-reading skills.
- Initiative and the ability to structure time and prioritise effectively
- Excellent interpersonal skills and the ability to connect with a wide range of people
- Ability to relate to and understand voice of young people
- Passion for classical music and working with young people
- Passion for 5* delivery
- Ability to understand and respond to web and social media analytics
- Creative, solutions-focussed attitude

Terms and conditions

Salary	In the region of £20,000 pro-rata depending on experience
Term	Eight month fixed-term contract
Notice period	One month
Probationary period	Three months
Holidays	25 days plus statutory bank holidays
Place of work	10 Great Turnstile, London, WC1V 7JU

Office hours are 9.30am – 5.30pm, Monday to Friday. The role will be required to engage with the orchestra's three annual residencies (each of which is 9-15 days in duration, and away from the office), and further NYO Inspire projects, and therefore the role may include some weekend and statutory holiday working for which there is a lieu day arrangement. The NYO office, residency and concert buildings are no smoking areas.

Equal Opportunities

The National Youth Orchestra strives to be an Equal Opportunities employer. The aim of this policy is to ensure that no job applicant, employee or participant receives less favourable treatment on

the grounds of racial origin, physical disability, class, gender, sexual orientation, age, political or religious belief. Individuals will be selected, promoted and treated on the basis of their relevant merits and abilities. All employees are required to comply with and actively promote this policy.

Safeguarding

NYO is committed to safeguarding and protecting the children and young people that we work with. We have a range of policies and procedures in place and aim to be a sector leader in good safeguarding practice. All employees, contractors, trustees and volunteers are committed to practices that establish and maintain an environment in which the welfare of the young person is paramount; ensure that policies and procedures protect young people from harm, and that all concerns and allegations of abuse will be taken seriously and responded to appropriately.

Applying for the role:

Please apply by letter with a fully updated CV and a completed equal opportunities form by 10am on 11 March to recruitment@nyo.org.uk. Interviews will take place on 14 March. If you have any queries about the role, please call NYO on 020 7189 8100 or email recruitment@nyo.org.uk.