

Head of Communications

Application Pack

Play your part at the National Youth Orchestra

The National Youth Orchestra is the UK's leading organisation championing orchestral music as a powerful agent for teenage development. We are a welcoming community where every teenager can play their part in shaping their world through extraordinary music.

It's the greatest adventure a teenager can have in orchestral music where young people develop much more than musical skills.

Joining the NYO community, they are opening up to new friends and possibilities. Stepping out to perform, they are stepping up to new challenges. Sharing their passion with other young people, they are learning to inspire and lead.

The role

The Head of Communications will lead in crafting and executing innovative strategies to elevate NYO's brand and enhance engagement across digital and live platforms. Focused on repositioning NYO as a welcoming youth community with a strong youth voice, this role aims to expand programme participation, engage broader teenage audiences, and alter perceptions of elitism.

This role will involve consolidating and developing a powerful brand for all stakeholders, including concert hall audiences, the music education sector, and music lovers everywhere.



We have recently taken the step to merge Communications and Fundraising into one team, to take advantage of the unique success of our Individual Giving programme, which engages thousands of music lovers as donors, and contributes to our organisation at every level. This constitutes an exciting opportunity for collaboration and teamwork with the Director of Individual Giving.

The successful candidate will champion equity, diversity, and prioritize youth voice in all communications.

Working at NYO

At the National Youth Orchestra, you'll work as part of a supportive, friendly and adventurous staff team. Learning and personal growth are intrinsic to every role.

Our spacious and light offices near Holborn in central London are a hive of activity, a space for collaboration and ideas. Hybrid working is standard for most roles, with a flexible and supportive culture. This role would require a minimum of 3 days per week, on average, in our Holborn office. During the year you will be present at NYO projects, concerts and events across the country, sharing music with young people across the UK.

NYO offers a season ticket loan scheme, cycle-to-work scheme, health cash plan, retail and entertainment discounts and a 24/7 counselling and support helpline.

Purpose of the role

The Head of Communications will lead the development and execution of innovative communication and marketing strategies to elevate the NYO brand, enhance digital engagement, and support the organisation's mission to make the impact of our work accessible to every UK teenager by 2033.

This role is pivotal in transforming public perception, driving participation in NYO's programmes, forming strategic partnerships with the music education and youth sectors, and expanding our digital footprint to engage teenage audiences and stakeholders nationwide.



Reports to:

Fundraising & Communications Director

Line management:

- Digital Producer
- Campaigns Co-ordinator
- Freelance marketing and PR consultants

Key relationships:

Internally: Close collaboration with the Fundraising and Programmes teams to ensure cohesive messaging and strategy implementation.

Externally: Engagement with:

- the music education sector
- youth sector organisations
- design and digital agencies
- PR consultants
- participants of NYO and NYO Inspire
- government
- our network of donors, funders, and supporters.
- concert and other venues

Key responsibilities

Communications and marketing strategy

- With the Fundraising & Communications Director, develop and execute a comprehensive communications and marketing strategy, aligning with NYO's Open Up strategy, particularly focusing on digital innovation, audience expansion, and brand repositioning.
- Spearhead initiatives to counter preconceptions of elitism, highlighting NYO's commitment to inclusivity, equity, and youth-led role modelling.
- Use digital platforms to significantly expand reach and provide engaging entry points for young people.

Targeted recruitment and audience engagement

- Implement targeted strategies to meet ambitious recruitment goals for NYO, Inspire and Open programmes, aiming for significant growth in participation and engagement, with a particular focus on our EDI objectives.
- Further develop the Free-for-teens initiative and oversee the delivery of concert marketing campaigns.
- Leverage digital platforms to increase NYO's visibility and attract diverse participants, ensuring our messaging resonates with equity, diversity, and inclusion principles.

Brand development and messaging

- Continuously evolve NYO's brand and messaging to reflect our strategic vision, ensuring adaptability across diverse audiences while maintaining a cohesive identity.
- Champion youth voice in all external communications, ensuring our messaging and content reflect the perspectives and experiences of the young people we work with.
- Manage the annual communications calendar, ensuring effective and timely delivery of campaign and brand messages to stakeholders.

Digital strategy and engagement

- Oversee the strategic development and management of NYO's digital platforms, ensuring content is engaging, relevant, and effectively reaches and resonates with teenage audiences and other stakeholders.
- Analyse digital campaign performance and engagement metrics to refine strategies and maximise impact.
- Optimise the use of CRM (Salesforce) and digital marketing platform (Salesforce Marketing Cloud), contributing to further development of these systems.

Engagement with Fundraising

- Work in close collaboration with the Director of Individual Giving to develop a steady stream of campaigns to communicate to prospects, lapsed and current donors.
- Ensuring that fundraising materials and content utilise the brand in the most powerful manner for the relevant audiences.

Partnership development and collaboration

- With the Fundraising & Communications Director, forge and nurture partnerships with music, arts, media, and youth organisations to support NYO's mission and extend our reach and impact.
- Collaborate with internal teams and external stakeholders to ensure a unified and impactful communication strategy.

External affairs

- Work with the Fundraising & Communications Director and external consultants/agencies on PR strategies to encompass local, regional, national, international opportunities
- Work with the Fundraising & Communications Director to manage and further develop our broadcasting and media relationships
- Work with the Fundraising & Communications Director and Development Director to identify and manage public affairs opportunities.

Budget and resource management

- Collaborate with the Finance & Operations Director to set and monitor communication and marketing budgets, ensuring strategic allocation of resources to achieve organisational goals.

Professional development and industry engagement

- Stay abreast of trends and developments in digital marketing, youth engagement, and the arts and charity sectors to continuously innovate NYO's communication strategies.

Internal Communications

- Ensure the staff team, including freelancers, are briefed on key campaign themes and messages
- Brand guardianship - facilitate the consistent use of brand and style guidelines across the whole team

General Responsibilities

- Lead and develop the Communications & Marketing team, providing motivational line management to achieve organisational targets and growth
- Contribute to the organisation's strategic planning and integrated team efforts.
- Undertake any other duties as may reasonably be required, in line with the role's purpose and level of responsibility.

Person Specification

Personal attributes

	Essential	Desirable
Prioritizes and values the input and engagement of young people, ensuring their voices are central in communications.	✓	
Thrives in a dynamic environment, adapting to and leading through change with determination and flexibility.	✓	
Excels in teamwork, fostering strong relationships both within and outside the organization to achieve shared goals.	✓	
Embraces equity, diversity, and inclusivity, recognizing the value of diverse perspectives and experiences.	✓	
Demonstrates creativity in strategy implementation	✓	

Experience

Demonstrable experience of delivering communication and marketing strategies within the arts, charity, or youth sector	✓	
Extensive experience in digital marketing and social media strategy, with demonstrable success in enhancing digital presence and engaging with youth audiences	✓	
Demonstrated ability to grow and diversify audiences, particularly focusing on engaging teenagers and underrepresented groups.	✓	
Demonstrable engagement with fundraising teams and strategy	✓	
Proven track record in brand development	✓	
Strong background in developing and managing relationships with a variety of stakeholders, including partners, donors, and the media.	✓	
Experience of Salesforce and / or Salesforce Marketing Cloud		✓

Skills

Outstanding written and verbal communication skills, with the ability to articulate complex ideas clearly and persuasively to a variety of audiences.	✓	
Proficiency in digital marketing tools and platforms, analytics, and social media, with a keen understanding of digital trends.	✓	
Skill in commissioning engaging and impactful content that resonates with diverse audiences, particularly young people.	✓	
Ability to use data and insights to inform strategy development and decision-making.	✓	
Strong organizational and project management skills, capable of managing multiple projects simultaneously to meet deadlines and achieve objectives.	✓	
Excellent, collaborative leadership skills and an ability to motivate and inspire others	✓	
Excellent interpersonal skills and the ability to connect with a wide range of people	✓	

Terms and Conditions

Salary

£48,000 – £53,000 per annum, dependent on experience

Contract term

Permanent

Hours

Full-time (35 hours a week)

Annual Leave

27 days plus statutory bank holidays

Place of work

10 Great Turnstile, London, WC1V 7JU
Hybrid working policy is applicable

Probationary period

Six months

Notice period

Two months

NYO offers a season ticket loan scheme, cycle-to-work scheme, health cash plan, retail and entertainment discounts and a 24/7 counselling and support helpline.

Most NYO projects take place during school holidays or at weekends, therefore the role will include some weekend and statutory holiday working, for which a TOIL policy is in place.

Equal Opportunities

NYO is an Equal Opportunities employer. Diversity and inclusion are at the heart of our work, and this extends to our recruitment practices. We want to ensure that no job applicant, employee or participant receives less favourable treatment on the grounds of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex and sexual orientation. 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.

How to apply

To apply for the role, complete the online application form available at <https://www.nyo.org.uk/about/work-with-us>

The deadline for applications is **Wednesday 20 March 2024** at 10am.
If you have any questions about the role, please contact recruitment@nyo.org.uk.