



# Marketing & Communications Co-ordinator

**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.

We welcome 10,000 teenagers of all backgrounds and different levels of musical ability into a national community to play and share orchestral music. At the centre of the organisation, our Orchestra, known as NYO, is acclaimed internationally as 'the world's greatest orchestra of teenagers' for their dazzling performances. Each NYO musician also plays their part as a leader and role model, sharing music and skills through NYO Inspire and NYO Open programmes.

With music education all but disappearing in state schools, the free programmes provided by NYO are needed more than ever – to ensure all teenagers have the opportunity to develop their confidence and skills for life through sharing and playing music together. Joining the NYO community, they open up to new friends and possibilities. Stepping out to perform they rise to new challenges. Sharing their passion with other young people, they learn to inspire and lead.

### The role

The Marketing & Communications Co-ordinator joins NYO at a pivotal time as we grow our national community and reach more young people than ever before. You will play a key supporting role in NYO's Communications team, helping to share the voices, stories and energy of our teenage musicians across digital platforms. From concert announcements and recruitment drives to behind-the-scenes content and campaign storytelling, you'll help ensure that every post, page and email reflects the vibrancy of our work and the transformative power of orchestral music.

The ideal candidate is a confident communicator with a flair for digital platforms and an eye for compelling content. You'll be comfortable scheduling social media posts, editing simple graphics or short videos, and working collaboratively with colleagues and young people alike. This is an exciting opportunity to develop your skills and grow your experience in a supportive and ambitious team - playing your part in helping more teenagers discover, enjoy and take part in orchestral music.

### **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 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. 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

To support the delivery and co-ordination of communications campaigns that reflect NYO's ambition to reach more teenagers, grow our audiences, and amplify the voices of young musicians across the UK.

You will support the creation of engaging digital materials, and contribute to campaigns that highlight the impact of our work. By working closely with colleagues, musicians, and creative partners, you will ensure our digital channels are vibrant, up to date, and reflective of our values. Your role will help bring NYO's story to life for young people, educators, supporters and audiences – and ensure that every teenager we reach sees orchestral music as something they can be part of.



#### **Reports to:**

**Head of Communications** 

### **Key relationships:**

- Works closely with Digital Content Producer, Marketing & Communications Manager and wider Programmes and Fundraising teams
- Supports relationships with freelancers, agencies and young people involved in content creation

### **Key responsibilities**

#### Digital channel co-ordination

 Help plan, schedule and post content across NYO's social media channels (Instagram, TikTok, Facebook, X/Twitter and LinkedIn), ensuring it is accurate, timely and on brand.

- Monitor social media interactions, flagging comments or messages that need attention, and helping to engage positively with our online community.
- Keep website content up to date, including uploading news and event posts, editing copy, and updating images and pages using our content management system.
- Support the team with reporting and insights by collecting social media and website analytics to help us understand what's working well.

#### **Content creation**

- Help prepare and edit images, copy and other content for use across our channels and materials.
- Support the Digital Content Producer in capturing content at NYO projects and events.
  We work with a range of freelance videographers and photographers but we often need someone else on the ground behind a camera or capturing images for our channels
- Work with and embed yourself in the community of NYO musicians to support youth-led communications - such as Instagram takeovers and TikTok videos, for young people, by young people.
- Help make sure that the voices and stories of NYO's teenage community are well represented across our platforms.
- Be open to co-creating and testing content ideas with young people, and support feedback sessions when needed.

### Campaign support

- Help organise and deliver communications campaigns for NYO concerts, musician recruitment, fundraising, and other projects.
- Support email communications, including helping to write, format and send newsletters using our email marketing platform.
- Keep records up to date such as photo/video usage, consent forms and sales reports and help ensure our content follows our safeguarding and accessibility guidelines.

#### **Team administration**

- Provide administrative support to the Communications team including helping coordinate schedules, keep content calendars updated, and liaise with freelancers (like photographers or designers).
- Help track and organise NYO's content library, including photography, video and social media assets.
- Support the Marketing and Communications Manager with managing, ordering and distributing our merch to musicians in the NYO Community

# **Person Specification**

### **Personal attributes**

	Essential	Desirable
A proactive and enthusiastic approach to learning and problemsolving.	<b>√</b>	
A collaborative team player who enjoys working with others and sharing ideas.	<b>√</b>	
Passionate about NYO's mission and excited to support young people's development through music.	<b>✓</b>	
Positive and adaptable, with a readiness to take on varied tasks and respond to feedback.	<b>✓</b>	
A genuine interest in digital communications and how they can be used to inspire and engage.	<b>√</b>	

# Experience

Some experience in content creation, social media management or	<b>√</b>	
communications		
Familiarity with working in a team or supporting a project or campaign	<b>√</b>	
environment.		
Experience creating or editing content for platforms like Instagram or	<b>√</b>	
TikTok (personal or professional).		
Experience using a website CMS or sending marketing emails.		<b>√</b>

### Skills

Strong written and verbal communication skills, with attention to detail and an ability to adapt tone for different audiences. A great copywriter and communicator.	<b>√</b>	
Basic visual editing skills (e.g. creating graphics or short videos) and a good eye for design.	<b>✓</b>	
Well organised and able to manage multiple tasks with support and guidance.	<b>√</b>	
Understanding of accessibility and inclusion in digital content.		✓
Basic use of social or web analytics tools to track performance.		<b>√</b>
Knowledge of Adobe Creative Cloud		<b>√</b>

### **Terms and Conditions**

Salary

£27,675 per annum

**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. Hybrid working policy applies to this role; the core office days are Tuesday and Wednesday.

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.

# How to apply

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

The deadline for applications is 10am on Monday 15 September 2025.

If you have any questions about the role, please contact <a href="mailto:recruitment@nyo.org.uk">recruitment@nyo.org.uk</a>.

## **Equal Opportunities**

NYO is an Equal Opportunities employer. Diversity and inclusion are central to our work, including recruitment practices. We aim to ensure no job applicant, employee, or participant receives less favourable treatment based on age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation. Individuals are selected, promoted, and treated based on their relevant merits and abilities. All employees must comply with and actively promote this policy.

# Safeguarding

NYO is committed to safeguarding and protecting the children and young people we work with. Our policies and procedures ensure sector-leading safeguarding practices. All employees, contractors, trustees, and volunteers are dedicated to maintaining an environment where young people's welfare is paramount. Our policies protect young people from harm, ensuring all concerns and abuse allegations are taken seriously and responded to appropriately.