

## Job Description

### Digital and Communications Co-ordinator

**Job title:** Digital and Communications Co-ordinator

**Reports to:** Chief Executive

**Hours:** 35 hours per week

**Remuneration:** £22k to £26k, depending on experience

**Location:** Home working, with some travel (subject to Covid restrictions)

We encourage applications from across the UK's communities.

### About Awards for Young Musicians

Awards for Young Musicians (AYM) is a national charity. Our mission is to find musical potential and give talent a chance. We know that musical talent is everywhere but opportunity isn't: family finances and other obstacles too often get in the way. We're here to change this in two key ways:

- We support young musicians from low income families with funding and other help
- We support music education through training, advocacy and research.

Whatever the genre our strategically targeted programmes help young musicians from across the UK to grow, flourish and fulfil their potential.

Each programme is designed to tackle a major obstacle faced by these young people:

- **Identifying Talent:** training teachers how to spot young people's musical potential
- **Furthering Talent:** targeting and nurturing emerging talent with sustained, strategic support
- **Awards:** funding young talent UK wide through annual grants and bespoke help for individual musicians
- **Innovation and Research:** leading new thinking and action on talent development.

### Overview of role

AYM is looking for an energetic and creative Digital and Communications Co-ordinator to join our collegiate and hardworking team.

High impact and high quality communications are integral to everything we do at AYM and central to our continued growth. This is a challenging and exciting time to be joining us: as

Digital and Communications Co-ordinator, you'll play a vital role in shaping and delivering AYM's communications strategy, helping to further increase and diversify our supporters and continue to raise our profile, so that we can find and assist even more talented young musicians from low income families.

We're looking for someone with a few years' experience in a communications role. As the first team member we've recruited to focus on communications you'll need the drive and the ability to transform this area of our work, taking actions on the findings of our recent digital communications review. Given the role is home based it's essential that you are self-motivated and can use your own initiative. We are committed to each team member's professional development and there is real scope for growth in this role which represents a great opportunity to develop a career in digital communications within the arts and/or charity sectors.

### **Working relationships and expectations**

You will need to successfully respond to all the communications needs of the organisation, from programme development to fundraising. Everyone works from home and has done so since our founding in 1998. Our partners are UK wide and so meetings and events are held regularly in London and elsewhere (although all are still online whilst Covid-19 restrictions remain). You will work closely with the whole staff team, reporting to the Chief Executive. You'll also have regular contact with AYM's Board of Trustees (especially those involved in our monthly Communications Committee, held online), other freelance staff and our volunteers as well as liaising with a wide range of other people.

## **Key tasks and responsibilities**

You will play a vital role in shaping and leading on the delivery of AYM's communications strategy, with a particular focus on digital communications. You'll create engaging and dynamic content for our website, social media, email and other channels, ensuring it's delivered in a timely and effective manner.

Key tasks are as follows:

### **Managing comms content**

To refine and shape copy for comms content, collating case studies and other materials (images, videos, audio and written quotes) ensuring they are consistent with AYM brand guidelines and adapting them for use across multiple channels. You'll also ensure all content is catalogued on our Salesforce CRM, that appropriate consent for use is in place and that all content is held in accordance with GDPR regulations.

### **Maintaining and delivering AYM's comms strategy**

To lead on the development and delivery of the strategy, convening monthly comms team meetings and facilitating forward planning, ensuring comms outputs are produced on time and that momentum is maintained.

### **Developing and maintaining an effective and up to date website**

To ensure our website successfully speaks to our different audiences, generating donations, recruiting young people to our programmes and informing and engaging other stakeholders. This will involve liaising with our external web development agency,

managing SEO strategies and regular auditing of both our and our peer organisations' websites.

### **Managing AYM's social media platforms (Facebook, Instagram, Twitter, YouTube, LinkedIn)**

To ensure our social media channels engage with and grow our different audiences e.g. recruiting young people to our Awards programme.

### **Co-designing and delivering fundraising campaigns**

To work with the Development Manager to design and deliver key annual fundraising campaigns e.g. The Big Give Summer and Christmas Challenges and Remember a Charity Week.

### **Developing targeted email communications**

To prepare and maintain data using segmentation as necessary and create targeted email campaigns, liaising with colleagues to do so.

### **Editing content for online fundraising events**

To edit filmed content and other materials (video musical performances, photos, graphics, audio etc.) working with the wider team to create AYM's online fundraising events.

### **Liaising with our PR agency**

To work closely with AYM's PR agency to progress and provide content for stories identified by the team of local, regional and national interest.

### **Producing print items**

To manage the production of reviews/flyers/banners etc.

### **Monitoring and evaluating effectiveness**

To track and report on all content performance using channel specific analytical tools and to create and maintain a reporting dashboard.

### **Managing compliance**

To monitor AYM's compliance with digital-related legal issues such as accessibility, copyright and data protection (GDPR).

### **Identifying future opportunities**

To monitor the digital media landscape and highlight any new developments/opportunities.

### **Reporting, meetings and researching**

To provide information for reports to our quarterly Trustees' meetings, attend internal and external meetings and events as required and undertake market research, data collection and analysis to inform future work.

### **Other**

To undertake occasional additional duties as and when required by the organisation.

# Person specification

## Skills and abilities

- Strong creative and innovative skills with an eye for visual composition
- Excellent visual, written and oral communication skills
- Excellent attention to detail
- Ability to multitask, manage own time, self-motivate and work to deadlines
- Ability to work with a wide range of internal and external colleagues and stakeholders

## Essential knowledge:

- Social media and other digital platforms and channels, including YouTube
- SEO, Google Analytics and PPC
- Email marketing platforms, specifically Mailchimp
- MS Word, Excel and Outlook

## Desirable knowledge:

- Adobe Premier Pro CC, Adobe In Design and other Adobe Creative software
- Microsoft Teams
- WordPress
- CRMs (specifically Salesforce)
- Google Ad Grants

## Essential experience:

- A digital focused communications role in a fast-paced environment, ideally within an arts/charity or transferable sector
- Social media community management
- Writing and scheduling e-marketing campaigns
- Creating and sourcing original digital content

## Desirable experience:

- Editing video content
- Copywriting and production of marketing print, including creating design briefs and liaising with external suppliers
- Researching and implementing targeted marketing to key interest groups
- Using website content management systems to manage and publish content
- Internal project management and communications tools

## Qualities:

- Enthusiastic team worker
- Conscientious and hardworking
- Organised, pragmatic and responsive
- Curious, creative and proactive, with an interest in youth culture/youth marketing trends
- Demonstrable enthusiasm for music and the wider arts

## Terms and conditions

- **Contract hours:** 35 hours per week. Core hours of work to be agreed on appointment.
- **Place of work:** From your own home and other locations as required (once Covid-19 restrictions are lifted). This includes but is not limited to monthly team meetings (held in a location convenient for all the AYM team to attend). You may also be asked to attend occasional evening events, although good notice will be given.
  - An ability to travel around the UK is essential (although your own transport is not required). Expenses will be reimbursed for travel and overnight accommodation if this is needed
  - On occasion, the Digital and Communications Co-ordinator will need to work in the evenings (when events are held) and occasionally on weekends too. These events are held across the country.
- **Time off in lieu:** We operate a TOIL system.
- **Annual leave:** The annual leave period runs from January to December and you will be entitled to 25 days per year plus Bank Holidays.
- **Notice period:** one month
- **Length of contract:** 12 months initially, with potential for extension if successful in the role.
- **Pension:** AYM operates a workplace pension scheme which you will be invited to join on appointment.
- Computer equipment may be provided, depending on individual requirements.
- The post holder will be required to apply for a Disclosure and Barring Scheme (DBS) check in line with AYM's Safeguarding Policy.

## How to apply

**The deadline for applications is 12 noon on Friday 21 May 2021. Interviews will be held via Zoom on Friday 4 June 2021. Please email all completed application documents to Sanpreet Janjua: [sanpreet.janjua@a-y-m.org.uk](mailto:sanpreet.janjua@a-y-m.org.uk)**

Awards for Young Musicians is an equal opportunities and Real Living Wage employer. We operate an anonymised recruitment process to try and eliminate unconscious bias. We are committed to attracting and recruiting diverse candidates as it's important that our trustees, staff and volunteers reflect the communities we serve at every level within the organisation.

### **Recruitment, selection and appointment process**

As part of our commitment to a fair and open recruitment process, Awards for Young Musicians anonymises all applications before shortlisting candidates for interview, applying a three stage process:

1. Applicants are required to complete an application form clearly outlining their interest in the post, how their skills and experience match the person specification and job description, plus a separate applicant details form which contains personal information including their work experience, education and qualifications.

2. Applicants are expected to demonstrate in detail that they have the knowledge, skills and experience required for the role. The essential criteria must be addressed, evidenced and with relevant examples provided.
3. Applicants are asked to complete an Equal Opportunities Form, which is submitted anonymously and separated from their application at the point of receipt. The form is only seen for administration and monitoring purposes. It is not taken into account for any selection decisions and is not shared.

**As already directed above please email all completed application documents to Sanpreet Janjua: [sanpreet.janjua@a-y-m.org.uk](mailto:sanpreet.janjua@a-y-m.org.uk)**

### **Shortlisting process**

Once a vacancy has closed, all completed anonymised application forms are shared with the shortlisting panel comprising at least two people. Once applications have been shortlisted, the applicant's details are revealed to the panel to invite the shortlisted candidates for an interview. Candidates will be informed of the outcome of their interview as soon as possible (this can sometimes be a few days after the interviews).

### **Offer of employment**

Any offer of employment will be made subject to:

- Satisfactory references
- Disclosure and Barring Service (DBS) check in the UK
- Confirmation of the right to work in the UK

### **Unsuccessful applications**

- Incomplete applications will not be considered
- Due to the volume of applications we receive we are unable to provide feedback to applicants who have not been invited to interview

### **Data protection**

Awards for Young Musicians will use the information you provide to assess and process your application for employment. If you become an employee, your information will be held on our databases and systems to manage your employment. Unsuccessful candidates' information will be held for six months before being destroyed. We will store all of your data in line with the General Data Protection Regulations 2018 (GDPR).

If you require any arrangements to be made in order for you to attend the interview, for example assistance with mobility or a signer, please contact [Hannah.Turner@a-y-m.org.uk](mailto:Hannah.Turner@a-y-m.org.uk).