**Freelance PR Runner Application Pack**

**Youth Music Awards**

# Intro

We are looking for an enthusiastic individual seeking paid experience to build a PR/media career in the music industries. This is a freelance contract role to work with our Communications team and PR agency at the Youth Music Awards, in association with Hal Leonard Europe.

* **Pay rate**: £300 plus travel expenses
* **Time commitment**:
  + Briefing: Sunday 26 September at Omeara, London (times TBC, half day max)
  + Attending Communication Team meetings in the lead up to the event (max half a day total).
  + Event: Wednesday 20 October 2021 (approx. 4pm – 11pm) at Troxy, London
* **Application deadline:** 11pm Monday 30 August 2021

# About Youth Music

We believe that every young person should have the chance to change their life through music.

Yet our research shows that many can’t because of who they are, where they’re from or what they’re going through.

Our insights, influence and investment in grassroots organisations and to young people themselves means that more 0–25-year-olds from can make, learn and earn in music.

Youth Music is a national charity funded thanks to the National Lottery via Arts Council England, players of People's Postcode Lottery and support from partners, fundraisers and donors.

# About the Youth Music Awards 2021

The second annual Youth Music Awards, in association with Hal Leonard Europe, will take place on **Wednesday 20 October 2021** at Troxy, London.

The Youth Music Awards celebrates the achievements of young people from the projects we invest in nationwide. It also recognises the forward-thinking organisations and music leaders changing the industry through innovation and dedication.

As part of [Youth Music NextGen](https://youthmusic.org.uk/nextgen), we engage young people aged 18-25 to help plan and execute the event, alongside our internal team and agency partners. Roles include hosting, video editing, production support and more.

*Note: Due to the current COVID-19 crisis, we are carefully monitoring Government advice and may adapt the show to take place online, dependent on restrictions. If appointed, we will update you with any changes to your role.*

# Youth Music’s Approach to Recruitment

We are committed to operating a fair and open recruitment process. Shortlisting of applications is always carried out by at least two people. As part of the application process candidates are invited to anonymously complete an equal opportunities form, which is used for monitoring purposes only by the HR department, it does not inform selection decisions.

# Who we’re looking for

We’re looking for a friendly, organised, enthusiastic and versatile individual who can remain calm under pressure, deal with multiple tasks and think on their feet.

In the run up to the event, you’ll work closely with our PR agency, gaining hands-on experience in bringing a communications campaign to life. As part of this, you’ll spend time shadowing the account team through the planning stages and be allocated specific tasks to lead on yourself.

At the awards, you’ll help the agency and our Communications team run the live press office. Your responsibilities could include:

* Finding and taking the winners and other key guests for photography/filming
* Hosting journalists and ensuring they have what they need
* Capturing quotes from attendees as required

# Experience and qualities we’re seeking

**Essential**

* A fan of music and culture, whatever your favourite genre
* Considering or already pursuing a career in PR or journalism within the music industries
* Ability to juggle a few tasks at a time and know how to prioritise
* Able to work to deadlines and communicate if any issues within plenty of time
* Good problem-solving skills
* Be a team player
* Confident, energetic, personable and calm under pressure
* Excellent communicator, listener and confident speaking with a range of people

**Desirable**

* Previous experience working at events
* Previous experience working in a PR/communications role

**Youth Music aims to support young people in the early stages of developing creative careers, therefore we would particularly like to encourage applications from those aged 25 or under.**

We value all kinds of experience and want to engage people from a variety of backgrounds. We are keen to diversify our team and are currently underrepresented by Disabled and neurodivergent people, people from Black, Asian and minority ethnic backgrounds, and members of the LGBTQ+ community.

# How to apply

As part of the application process you are required to do the following:

1. Complete and submit the application form at <https://youthmusic.org.uk/apply-pr-runner-role-youth-music-awards>
2. Complete an anonymous equal opportunities form via the application form.

# Application timeline

**Deadline for applications:** 11pm Monday 30 August 2021

**Informal phone call:** Week commencing 6 September 2021.

**Notification of outcome**: Week beginning 6 September 2021.

If you do not hear from Youth Music after the stated notification date, please take this to mean you have not been successful on this occasion. Due to the high number of applications we expect to receive, we regret that we may not be able to offer in-depth, individual feedback to applicants not invited to interview.

# Further information

**Questions**

If you wish to have an informal chat about the role, please email [creatives@youthmusic.org.uk](mailto:creatives@youthmusic.org.uk) to schedule a phone call.

**Accessibility**

If you require any reasonable adjustment to be made to the application or interview procedures for this post, please contact [creatives@youthmusic.org.uk](mailto:creatives@youthmusic.org.uk) or telephone 020 7902 1060 to have a chat.

Please note: if you need any information in a different format, please contact us by emailing [creatives@youthmusic.org.uk](mailto:creatives@youthmusic.org.uk) or by phoning 020 7902 1060. We will be happy to extend the application deadline accordingly if it takes time to accommodate your request.

**Diversity and equitability**

We are especially welcoming of under-represented groups and are committed to making adjustments that would support you in applying for or carrying out the role.

**Data protection**

Youth Music will use the information you provide to assess and process your application. If you are contracted for services, your information will be held on our databases and systems. Unsuccessful candidates’ information will be held for six months before being destroyed. We will store your data in line with the General Data Protection Regulations 2018 (GDPR).

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