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**Freelance Content Creator (TikTok) Application Pack**

**Give a Gig Week 2023**

# Intro

We are looking for one skilled content creator (TikTok) to work at gigs during Give a Gig Week. This is a freelance contract role for someone who is seeking paid experience to build a career in the music industries.

**Pay rate:** £150 per gig, plus reasonable expenses up to the sum of £150.

**Required Availability:** Give a Gig Week runs from Monday 27th March – Sunday 2nd April 2023.

Please note this is a **national campaign** and therefore you will be expected to travel. You will be given as much notice as possible for the gigs you’re required to work at.

**Briefing:** Week beginning Monday 13th March.

**Application deadline:** Sunday 12th February.

# Who We’re Looking For

Working closely with our Communications Team and Engagement Team, you’ll be our eyes and ears on the ground, both backstage and amongst the audience. You’ll help to tell our campaign story by capturing content from the gigs throughout the event.

As well as delivering on pre-agreed content ideas, you’ll constantly be on the lookout for unexpected moments, and co-ordinating with the team and artists to bring them to life.

# Experience and Qualities We’re Seeking

**Essential**

* Experience running a TikTok account (this could include your own).
* Knowledge of the latest TikTok trends.
* A fan of music and culture, whatever the genre.
* Considering or already pursuing a career in the music industries.
* Confident working independently and as a team.
* Polite, friendly, organised and calm under pressure.
* Able to work to deadlines.
* A team player.

**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.

# Look and Feel

Youth Music’s tone is fun, creative, and respectful. Please make sure your content is accessible and easy for people to understand and won’t cause any offence or hurt to anyone. Please find attached our NextGen code of conduct for reference also.

Text to be clear and easily readable on all videos for maximum accessibility.

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# 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 Give a Gig Week 2023

Give a Gig Week brings together artists, fans and local communities who want to equalise access to music for young people nationwide. Anyone can get involved by putting on a gig, buying a ticket, or working behind the scenes.

During the week, well known artists will put on gigs for Youth Music at venues across the country, creating some amazing opportunities to capture the connection between artists and fans, and what happens behind the scenes at a gig.

# 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.

# How to Apply

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

1. Complete and submit the [online application form](https://youthmusic.org.uk/apply-give-gig-week-content-creator-tiktok-role).
2. Complete an anonymous equal opportunities form (via the online application form).

# Application Timeline

**Deadline for applications:** 10am Sunday 12th February.

**Notification of outcome**: Week beginning 27th February.

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, or if you need the information in a different format, please contact [creatives@youthmusic.org.uk](mailto:creatives@youthmusic.org.uk) or telephone 020 7902 1060 to have a chat.

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).