

YOUTH MUSIC

**DIGITAL MARKETING MANAGER
RECRUITMENT PACK
AUGUST 2023**



About Youth Music

We're the UK's leading young people's music charity. We believe that every young person should have the chance to make, learn and earn in music.

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

We leverage our insights, investment, and influence to build a national grassroots infrastructure that ensures the future of music is more inclusive, diverse, equitable and accessible.

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.

Find out more about our work on the [Youth Music Website](#) and read more about our funding programmes on the [Youth Music Network](#).



Every year we partner with over **500** music projects, reaching **100,000** young people.

Play the two minute video above
to find out more.



Credit: Mitchell Williams

WHAT WE DO

Distribute Funding [↗](#)

As a national foundation our core work is giving grants to other charities, arts venues, youth clubs, nurseries, music businesses (and more), to run projects that support young people to make, learn or earn in music.

Campaign [↗](#)

Using our evidence and insights we campaign alongside young people to equalise access to music.

Fundraise [↗](#)

The money we distribute is fundraised from the lottery, corporate partnerships and campaigns like [Give a Gig](#).

Youth Music Awards [↗](#)

Every year we celebrate the most forward-thinking projects and people making, learning and earning in music. This helps engage industry partners in our work.

NextGen Community [↗](#)

We support young creatives aspiring to build and work in the music industries of the future by offering access to funding, paid opportunities and industry connections.

THE ROLE

We are looking for a digital savvy marketer to co-create and deliver our strategy to achieve Youth Music's marketing objectives to:

- Grow awareness of Youth Music as the leading voice of young people and music.
- Demonstrate the impact of Youth Music's work and partnerships.
- Inspire inclusive practices amongst Projects and Professionals working with young people in music.
- Build the credibility of Youth Music amongst creative career starters.

You'll lead multiple integrated campaigns each year, working closely with the Head of Marketing & Communications, the Digital Content Officer and a pool of talented young freelance creatives – ["NextGen"](#). In 2024, we'll celebrate 25 years of Youth Music – and you'll play a key role in bringing this to life across the digital landscape. You'll also ensure the [Youth Music Awards](#) engages our target audiences with an exciting digital marketing campaign.

You'll have wide scope to implement change, by working with a newly appointed agency to oversee our upcoming website development project. Alongside this, you'll review our e-newsletter ecosystem to grow audience reach and engagement, and you'll improve our impact through SEO and PPC.

ABOUT YOU

We are looking for someone with a breadth of experience in digital marketing. You'll know how plan based on audience insights and marketing objectives, and you'll be skilled in juggling multiple priorities.

You'll be a highly motivated, insights driven marketer with a track-record for planning, executing, and analysing effective campaigns. Bringing with you multichannel experience including social media, websites, email and paid media, you'll be keen to make your mark on a growing brand with social purpose.

You'll have line management experience, or transferable skills in this area.



Salary and Benefits

Salary: £35,000 to £40,000 depending on experience (pro-rata equivalent for part time).

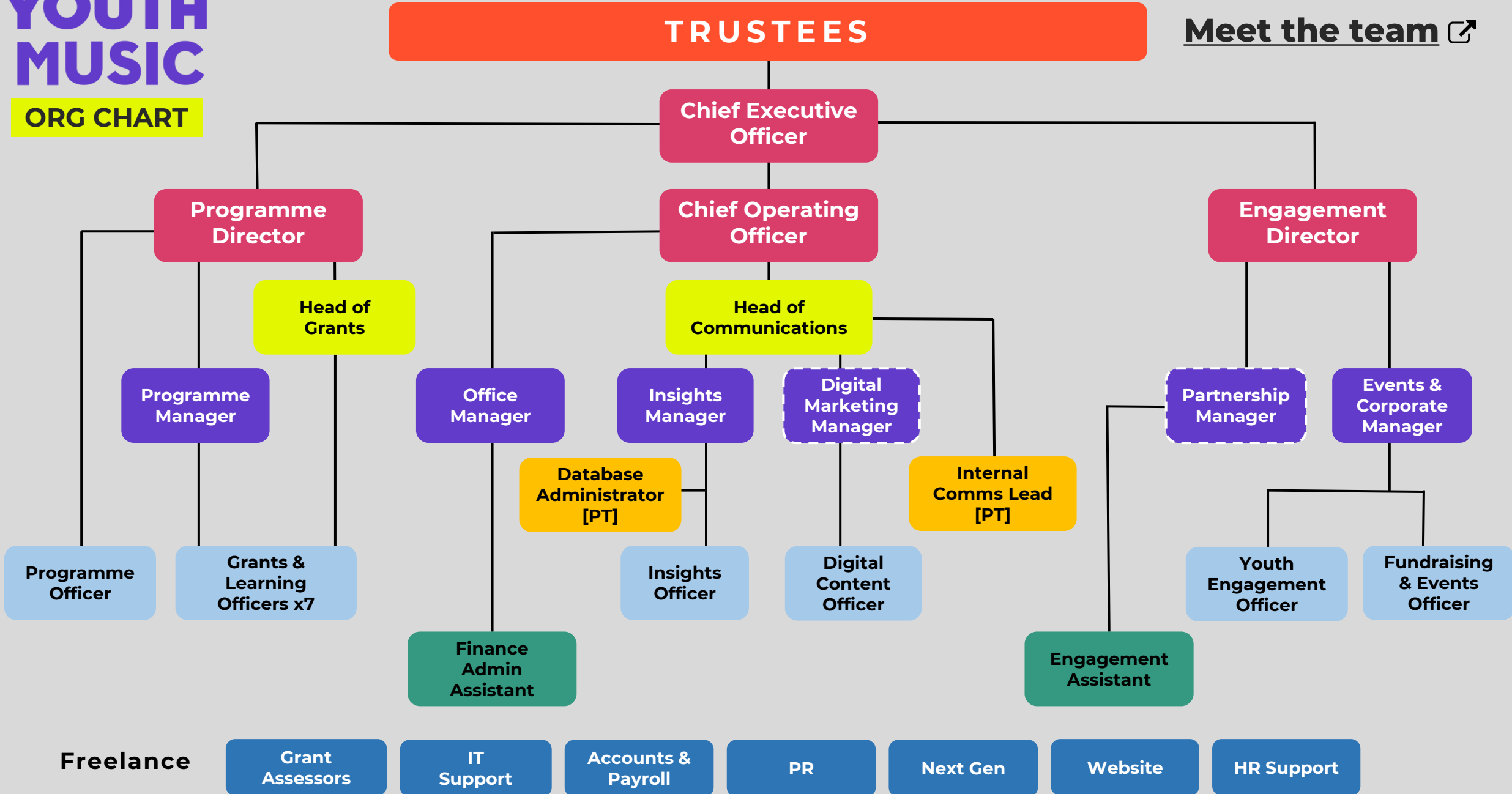
Pension: 8% of salary towards a non-contributory group pension.

Contract: Ideally full time, but we will consider applicants interested in a part time role with a minimum of four days a week. We operate a blended working approach with Tuesdays and Wednesdays being fixed office days for all staff.

Location: London, SE1 0LH x2 days per week.

Holidays: 25 days plus public holidays (pro-rated for part time) and additional days over the Christmas period when the office is closed.

Additional benefits: These include death in service insurance, critical illness insurance, income protection insurance for illness, employee assistance programme, learning and development opportunities, a staff values committee, cycle to work scheme, and a loans programme to cover the initial cost of for example a gym membership.



Our Values

Bold

Leading change means taking informed risks, however uncomfortable.

Responsive

Like the young people we work with, we're constantly growing and open-minded.

Inclusive

We take a proactive and leading approach to Inclusion, Diversity, Equality and Accessibility.

Trusting

The biggest impact will come from collaborating with and enabling others.

Enterprising

We think creatively and act dynamically.

Our Management Principles

People Management at Youth Music is:

INCLUSIVE	OPEN	CHAMPIONING	CONSISTENT
We will manage with compassion, value individuals and take a genuine interest in needs and wellbeing	We will communicate honestly, give and expect to receive constructive feedback and be open to new ideas.	We will empower people, advocate for growth opportunities and celebrate success.	We will lead by example and role model Youth Music's values and behaviours, supported by fair HR policies and procedures.

Underpinned by mutual trust and respect



Commitment to Diversity & Equal Opportunities

Youth Music is an equal opportunities and Living Wage employer. We are committed to attracting, recruiting and retaining diverse candidates. It's important that our team reflects the communities we serve. All our staff are members of an inclusion, diversity, equality and access (IDEA) working group to stimulate, inform and platform good IDEA practice at Youth Music.

We especially welcome applications from people from under-represented groups and are committed to making adjustments that would support you in applying for or carrying out the role. We are currently under-represented by people from within the Trans community, people from the LGBTQ+ community, Disabled people and people from the Global Majority. If you are Disabled and your application meets the minimum criteria for the post, we will offer you a guaranteed interview.

Please contact constance.dingri@youthmusic.org.uk if you have a disability and/or access requirements to ensure the interview process is fully accessible.

[Our Equality, Diversity and Inclusion Statement](#)



Photo of young musicians from The Spark Arts For Children
Credit: Beth Walsh



How to apply

To apply please [visit our website](#) you'll need to complete the following, sending them to: jobs@youthmusic.org.uk with the subject line 'Digital Marketing Manager Application'.

- Application Form
- Applicant Details Form
- [Equal Opportunities Form](#) (this is an online anonymous form to complete)

We also accept video/audio applications, please include the same information shown in the written application format.

Deadline for applications: 9am on Monday 11th September 2023.

We operate a two-stage interview process, and send interview questions in advance to shortlisted applicants.

- Stage One: Abbi Oakley, Head of Communications/Marketing will offer shortlisted candidates a telephone interview on Thursday 14th September 2023.
- Stage Two: Suitable candidates will then be invited to an in-person interview to be held on Thursday 21st September 2023 at Youth Music's offices.



Credit: Mitchell Williams

Contact Us

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Please see our [privacy policy](#) to find out more about how we handle your data. You can also find further information within the application form.