



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 who excels in a fast-paced environment, working across a diverse range of tasks and projects. You're driven by taking on new challenges with the support of a high performing team. You'll have an eye for compelling content from the latest TikTok trends, to the most stunning photography, and you know what excellent content looks like. You'll have the opportunity to gain experience across the marketing mix from social media to website management, email marketing to PR, and everything in between.

You'll be comfortable posting on social media, 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, explore and take part in orchestral music.

Working at NYO

At the National Youth Orchestra, you'll join a values-led, mission-driven organisation where people care deeply about the impact of their work. Our staff team is supportive, friendly and ambitious, united by a shared belief in the potential of young people and the power of orchestral music.

NYO is a place where people are trusted to take responsibility, contribute ideas and work collaboratively. Colleagues describe a strong sense of community and shared purpose, with people pulling together to achieve things that are often much bigger than our size as an organisation would suggest.

Our offices near Holborn in central London are a lively base for collaboration, planning and creativity. Hybrid working is standard for most roles, supported by a flexible and trust-based culture. NYO is a busy and dynamic place to work, with a year-round rhythm of planning, delivery, reflection and development. We aim to support people to work flexibly and sustainably within that, recognising the commitment and energy our work requires.

Many roles involve being present at NYO activity across the country, helping to create extraordinary musical experiences with and for young people across the UK. The work is demanding, purposeful and rewarding, sustained by committed colleagues and a culture of care, trust and shared ambition.

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 NYO's marketing and communications, reflecting our ambition to reach every teenager in the UK, grow our audiences, and amplify the voices of young people.

You will support the creation of engaging digital content and contribute to the delivery of campaigns that highlight the impact of our work. By working closely with musicians and colleagues, 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:

Marketing & Communications Manager

Key relationships:

- Works closely with Digital Content Producer, Head of Communications 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 (TikTok, YouTube, Instagram, Facebook and LinkedIn), with a particular focus on creating and publishing engaging short-form video content for TikTok, Instagram and Youtube Shorts, ensuring it is accurate, timely and on brand.
- Monitor social media interactions, flag comments or messages that need attention, and help 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 email communications, including helping to write, format and send newsletters using our email marketing platform.

Content creation

- With the support of the Marketing & Communications Manager, you will lead on collaborating with teenage musicians to capture short-form videos at NYO projects and events that help a new audience of teenagers discover orchestral music.
- Work with and embed yourself in the community of NYO musicians to support youth-led communications – such as TikTok videos and Instagram Takeovers, for young people, by young people.
- Help prepare and edit images, copy and other content for use across our channels and materials.
- Support Programmes team in creating basic event e-flyers and leaflets, making sure all designs are fully on brand.
- 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.
- You'll have the opportunity to complete research projects that inform marketing strategies that drive channel growth, such as influencer research and competitor analysis.

Campaign support

- Help organise and deliver communications campaigns for NYO concerts, musician recruitment, fundraising, and other projects.
- 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.

- Support the team with reporting and insights by keeping social media and concert sales data up to date to help us understand what is and isn't working well. You'll develop from updating data to using it to inform your content and concert marketing ideas.

Team administration

- Provide administrative support to the Communications team – including helping co-ordinate schedules and liaising with musicians and partners
- 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
Comfortable in a fast-paced environment, enjoys a diverse workload, and is motivated by opportunities to learn, contribute and take on new challenges.	✓	
Well organised and able to prioritise and manage multiple tasks effectively, with support and guidance.	✓	
A proactive and enthusiastic approach to learning and problem-solving.	✓	
A collaborative team player who enjoys working with others and sharing ideas.	✓	
Passionate about NYO's mission and excited to support young people's development through music.	✓	
Positive and adaptable, with a proactive approach to taking on varied tasks and responding to feedback.	✓	
A genuine interest in digital communications and how they can be used to inspire and engage.	✓	

Experience

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

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.	✓	
Basic visual editing skills (e.g. creating graphics or short videos) and a good eye for design.	✓	
Understanding of accessibility and inclusion in digital content.		✓
Basic use of social or web analytics tools to track performance.		✓
Knowledge of Adobe Creative Cloud		✓

Terms and Conditions

Salary

£28,644 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 <https://www.nyo.org.uk/work-with-us>

The deadline for applications is 10am on **Monday 7 September 2026**.

If you have any questions about the role, please contact recruitment@nyo.org.uk.

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.