

Marketing and Communications Manager

Job Description

Contract status: Permanent, full time (35 hours per week)

Start date: As soon as possible

Reporting to: Director of Engagement

Salary range: £28,000 to £32,000

Welcome from the Chief Executive

Thank you for your interest in the role of [Marketing and Communications Manager](#) with NYOS, the National Youth Orchestras of Scotland.

I joined the organisation as Chief Executive in January 2022 at a time of renewal and recovery. We have since undertaken a full strategic review, consulting with stakeholders about NYOS' role in the lives of young musicians and its place within the Scottish musical landscape (www.nyos.co.uk/soundings). The review helped inform a new vision and strategic plan, which we are now beginning to implement ([About NYOS](#)).

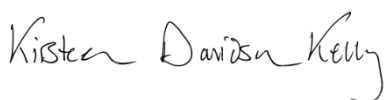
NYOS is overseen by a non-executive board of directors and in 2022 we recruited three Young Trustees to the Board for the first time. The NYOS management team currently consists of eight full time members of staff. Each year we also work with numerous freelance conductors, soloists, workshop leaders, professional tutors and pastoral support workers to deliver our programmes.

It is an exciting time to work for NYOS as we build on an amazing legacy and develop new plans. We are looking for a Marketing and Communications Manager who shares our ambitions and values and wants to be part of a small, friendly team that celebrates the power of music, providing opportunities for Scotland's young musicians to play their part in our orchestras.

The Marketing & Communications Manager is a key role within our dynamic and forward-thinking team. You will be the lead on digital channels, creating content to promote the strength and breadth of NYOS's work, developing audiences and connections with a diverse range of communities. Through a creative marketing strategy, working with external partners and across all teams in the organisation, you will support our mission to nurture, celebrate and widen access to outstanding classical youth music-making, inspiring young people to realise their potential.

You do not need to fulfil every element of the job description to apply. We are interested in finding someone who really wants to contribute to NYOS's work and will support your professional development if you have the right potential. If this role excites you, but you are unsure about applying, please feel free to get in touch for an informal conversation.

We look forward to hearing from you!



About NYOS

NYOS nurtures and celebrates outstanding classical youth music-making, with a vision of all Scotland's communities sharing in its social, personal, and cultural benefits. Through our three programme strands - NYOS Foundations, NYOS Orchestras and NYOS Futures – we offer accessible, co-created projects, world-class orchestral training, and performances, and unique career development opportunities. Our work is delivered by internationally renowned artists and exceptional tutors. Creativity, ambition, belonging, and joy are fundamental to all we do.

For over 40 years, NYOS has supported Scotland's outstanding young musicians through a dynamic programme of residential training courses, national and international concert tours with leading soloists and conductors, and projects for a wide range of abilities in communities throughout the country. Our first Music Director, Catherine Larsen-Maguire, began her tenure in 2024 and other recent conductors have included Teresa Riveiro Böhm, Martyn Brabbins, Natalia Luis-Bassa and Jac van Steen. We welcome a variety of soloists including The Amatis Trio, Ethan Loch, Aaron Akugbo, Elena Urioste and Jess Gillam.

NYOS provides ensemble experiences for young musicians from age eight upwards and is committed to providing outstanding opportunities at a national level. We recognise the wider holistic benefits of music-making which develop the life skills of our participants, and above all the importance of creating a welcoming, structured, and fun environment for our young people to flourish alongside their peers, regardless of their race, ethnicity, or identity.

Underpinning our work is a strong commitment to removing barriers to participation to ensure that no young person misses out on NYOS opportunities due to their personal circumstances. Embedding this ethos throughout our programmes is of paramount important to us.

Marketing and Communications Manager

Job Purpose

The Marketing and Communications Manager will lead on the development and implementation of NYOS's content marketing, communications, design and PR functions to enhance engagement with current and future stakeholders. Overseeing management of the organisation's digital, social, print, and press output to effectively deliver promotional campaigns, implement our brand profile, and increase the awareness and reputation of the organisation to drive donations and engagement.

Job Challenge

To be a proactive storyteller, using new and traditional media to increase the awareness and reach of NYOS. To grow our membership, develop and diversify our audiences, strengthen the organisation's reputation, and successfully spotlight our programmes and people.

Principal Accountabilities

- Develop and implement a proactive marketing and communications plan, in collaboration with the NYOS senior management team, which delivers in line with the organisation's vision and values.
- Embed the bold new brand for NYOS, producing/commissioning copy and artwork for marketing collateral which appeals and speaks effectively to diverse communities through communications, to grow awareness of and interest in NYOS.
- Lead on audience development initiatives to increase the number and diversity of those NYOS connects with, including concert audiences.
- Deliver annual advertising and marketing campaigns which promote NYOS's output, programmes, people and values.
- Oversee the creation of marketing materials, paying particular attention to tone of voice, graphic design and visual identity, ensuring they are effective, accurate and consistent with the NYOS brand profile.
- Manage NYOS's digital presence, website and social media through the creation, commissioning and delivery of all digital content including filming, video and audio editing, and animation where required, ensuring effective usage to promote, celebrate and tell the story of NYOS and its work, to increase the number of people aware of and connecting with NYOS.
- Work closely with a range of external contacts including concert and course venues, freelance photographers and videographers, artists and agents, and media agencies to develop partnerships and ensure the timely and compliant roll out of marketing campaigns and promotion.

- Oversee front of house operations at concerts, including liaising with ticketing and box office contacts, monitoring and reporting on ticket sales and audience targets, and attending all NYOS events and concerts to ensure effective brand rollout and content capture.
- Manage the NYOS media relations function to maintain relationships with key contacts. This includes ensuring that media is properly briefed, press releases are distributed, concert reviewers and guests are invited and the profile of the organisation is elevated.
- Work closely with the Director of Engagement to set and monitor annual budgets for NYOS Marketing and Communications activity.
- Effectively evaluate NYOS marketing and communications functions, preparing statistical and engagement data, contributing to the organisation's wider reporting dashboards and evaluation framework.
- Provide ad-hoc support and contribute to general duties as required at courses, concerts and during peak activity periods in spring and summer.

Person Specification

Knowledge, Skills, Experience and Characteristics

Essential

- Minimum of 3 years in a marketing, digital or audience development role.
- Understanding of the best practices, technologies and tools in marketing, PR and communications.
- Previous experience of effective marketing campaign management, working with creative and media agencies to advertise events and sell tickets or products.
- Understanding of audience development tactics, ideally within a cultural or arts context.
- Excellent communication skills, both oral and written, with particular attention to detail.
- Demonstrable experience of digital channel management, particularly with website development and SEO basics.
- Proven experience in creating engaging social media content and working with contributors to deliver effective storytelling.
- An understanding of the importance of brand, tone of voice, and how to adapt this to connect with a range of audiences.
- Practical experience using Adobe Creative Suite, including strong experience of InDesign, Photoshop and Premiere Pro or alternative creative tools such as Canva.
- Experience of media relations, press release writing, pitching and fielding media requests.

- Ability to negotiate and advocate on behalf of NYOS with external contacts to ensure strong relationships and effect business partnerships are delivered.
- Strong project management and administrative skills, including adhering to data protection policies.
- Experience managing budgets, and effective reporting on spend.
- Analytical approach to evaluation, and experience in drafting communications reports for senior management/board members.

Personal Characteristics

- Aligned with NYOS's values.
- Confident self-starter who enjoys challenge and is passionate about meeting objectives.
- High-level communication and interpersonal skills.
- Ability to work with young people and create opportunities to engage with them as a key audience.
- Self-motivated individual who can manage a busy portfolio of varied tasks.
- Enthusiastic and creative individual.
- Forward-thinking with a drive to achieve strategic ambitions.
- Highly organised with an analytical approach and an acute attention to detail.
- Team player with track record of collaborating with colleagues to achieve goals.

Desirable

- Experience using a variety of digital marketing and CRM tools including MailChimp, Beacon, Google Analytics, Google Looker Studio and alternatives.
- Experience working in the third sector.
- Experience designing merchandise.
- A valid UK driving licence.
- Experience in developing digital, audience development and/or marketing strategies.
- Passion for the arts, culture, and/or classical music.

Applicants must be able to regularly attend NYOS concerts, courses and activities across Scotland outside of normal working hours as required by the company's annual activity plan. Time off in lieu is granted in line with NYOS' TOIL policy.

Key Terms And Conditions

- **Salary range:** £28,000 to £32,000 per annum
- **Hours of work:** Full time (35 hours per week, permanent role)
 - Normal working hours: Monday to Friday, 9am-5pm with an hour lunch break
 - Occasional evening and weekend work as required for which overtime is not paid, but for which a TOIL policy is in operation.
- **Location:** Based in Glasgow head office, with possible partial home-working following discussion
- **Annual leave:** Holiday allowance of 22 days annual leave and 12 public holidays.
- **Pension:** NEST workplace pension scheme

Equal Opportunities

The National Youth Orchestras of Scotland recognises that many people in our society experience discrimination or lack of opportunity for reasons that are not fair.

These include race, religion, creed, colour, national and ethnic origin, pregnancy or maternity, political beliefs, gender, sexual orientation, age, disability including mental illness, HIV status, marital status, responsibility for dependants, geographical area, social class, and income level.

The National Youth Orchestras of Scotland is committed to a Policy of Equality of Opportunity which respects the identity, rights, and value of each individual, and welcomes applications from all sections of the community.

We are committed to growing the diversity of the organisation and particularly encourage applications from people with disabilities, LGBTQI+, Black, Asian and other global majority backgrounds, care leavers, and those residing in an area of social and economic deprivation as measured by postcode on the Scottish Index of Multiple Deprivations (SIMD) <https://simd.scot/>

Please let us know if you have any support and access requirements. We will work with you to ensure any inclusion requirements are met. If you require additional assistance during any stage of the application process, including at interview (which may take place online), please let us know.

How To Apply

Please submit your CV and a cover letter (no more than 2 A4 pages) along with the equal opportunities monitoring form (available from our website) by the closing date of 5pm on **Thursday 15 August**.

The equal opportunities form is designed to help NYOS achieve its aspiration to become a truly inclusive community. Referees will not be contacted prior to interview or without your permission.

You may send a video or audio recording in place of the cover letter if you wish.

Applications should be e-mailed to: recruitment@nyos.co.uk

Closing date: 5pm, Thursday 15 August

Interviews: Wednesday 21 August

Further Information

Please see the job listing on our website for Organisation Chart, Equal Opportunities Monitoring Form, Equality and Diversity Policy and Privacy Notice to Applicants.

Further information about NYOS is available from www.nyos.co.uk