

SOCIAL MEDIA AND CONTENT ASSISTANT

OCTOBER 2025



Photos: Magic Acorns' Playtech project, Nyrobi (ALT BLK ERA) and NextGen event open mic.

What we do

Youth Music is equalising access to music.

We're a national charity. We help marginalised young people to make and monetise music.

Every year, we raise £10 million to fund inspirational grassroots music projects and support aspiring young creatives up and down the UK.

We're campaigning to break down barriers for young people facing inequity, exclusion and discrimination.

Together with our partners, we're helping the next generation to transform their lives through music. Join Us.

More information about Youth Music:

- Watch our [Rescue the Roots documentary film](#)
- Read our [2023/24 annual report](#)
- Learn more about our [funding programmes](#)
- Find out about [inclusion, diversity, equity and access at Youth Music](#).

Diversity & Equal Opportunities

Youth Music is an equal opportunity 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.

We are currently under-represented by individuals from a working-class background, the Asian/Asian British community and wider Global Majority, Disabled people, the Trans community and people of faith.

YM is a Disability Confident Committed Employer and we are committed to making adjustments that support Disabled people to apply for and be successful in this role. Applicants who opt into the Disability Confident Scheme, who meet the essential criteria for the post as outlined in the job description will be offered an interview.

Please contact jobs@youthmusic.org.uk if you have a disability and/or access requirements or if you wish us to consider any other reasonable adjustments to ensure the interview process is fully accessible.

Salary and Benefits

Salary: £27,181 per annum, pro rata.

Contract: **Fixed Term contract to 31st March 2027, part-time (22.5 hours across three days a week)** We operate a blended working approach where you will be required to work in the office two days a week, Wednesday & one other day tbc.

Location: The Print Rooms, 164 – 180 Union Street, London, SE1 0LH

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

Holidays: 25 days (pro rata) plus public holidays and additional days over the Christmas period when the office is closed

Additional Benefits:

- An employee assistance programme.
- Learning and development opportunities.
- A loans programme to cover the initial cost of, for example a bike to cycle to work or gym membership.
- Critical illness insurance.
- Income protection insurance for illness.
- Death in service insurance.

There is also an opportunity to engage in staff led working groups linked to our values and priorities: Values Committee, Environmental Working Group and the Inclusion, Diversity, Equality and Access (IDEA) working group.

About The Role

We're looking for a creative, proactive and digitally savvy **Social Media and Content Assistant** to join our Communications team. You'll support the planning, creation and delivery of engaging content across our social media channels, with a particular focus on Instagram and TikTok.

You'll be responsible for creating content that helps the organisation achieve our marketing objectives, which are:

- Inspire inclusive practices among projects and professionals working with young people in music.
- Build the credibility of Youth Music among young creatives.
- Grow awareness of Youth Music as the leading voice on young people and music.
- Demonstrate the impact of Youth Music's work and partnerships.
- Support the organisation in achieving our ambitious fundraising goals.

You'll be line managed by the Digital Marketing Manager and will work closely with the Digital Content Lead.

About You

This role is ideal for someone who lives and breathes social media, loves spotting trends, and has a passion for storytelling that spotlights the work of young people amnd grassroots projects.

Key Responsibilities

- Spot and recreate viral trends, adapting them into engaging content for Youth Music's audiences.
- Confidently use TikTok and Instagram features, trending sounds, and best practices to boost reach and engagement.
- Support in planning, creating, editing and scheduling content (Reels, TikToks, Stories, carousels, graphics, blogs).
- Capture and share content from live events, including NextGen community events, festivals, and project visits (occasional evenings and weekends required)
- Oversee our social media channels on your working days, monitoring all channels (TikTok, Instagram, Threads, Facebook, YouTube and LinkedIn) and liaising with the Digital Content Lead to ensure that messages and comments are responded to promptly and appropriately.
- Contribute ideas for campaigns and activations that highlight Youth Music's impact and opportunities.
- Craft unique copy for multiple channels and formats across campaigns, business documents and owned media.
- Support the preparation and running of content shoots, from planning to on-the-day assistance.
- Research trends, youth culture and peer organisations' activity to inform fresh and relevant content ideas.

- Track and analyse content performance, supporting the creation of regular insights reports.
- Ensure all content is accessible, inclusive, and aligned with Youth Music's brand guidelines.
- Assist in maintaining the Asset Management System, ensuring all assets include accurate information (such as credits and consent details) and are regularly updated.
- Support with ad hoc design work and editing of templates for key campaigns e.g. the Youth Music Awards

General

- Carrying out all such additional duties as are reasonably commensurate with the role.
- This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder will perform.
- Commitment to equality, diversity and inclusion, with good awareness of accessibility and understanding of inclusive best practice.

Person Specification

Essential Criteria

- Minimum 12 months' cumulative experience in a social media, digital content or communications role.
- Strong understanding of social media platforms, particularly Instagram and TikTok.
- Confident using TikTok and Instagram features, sounds and trends to create engaging content.
- Clear and accurate written communication skills with good attention to detail.
- Ability to edit short-form videos using tools such as CapCut, Canva or Adobe Premiere.
- Basic graphic design skills, ideally using Canva or similar software.
- Confidence contributing ideas and supporting campaign planning.
- Strong organisational skills and ability to work to deadlines.
- Enthusiasm for Youth Music's mission to equalise access to music.
- Interest in the UK music scene, particularly youth and grassroots projects.
- Willingness to work occasional evenings or weekends to capture live event content.

Desirable Criteria

- Experience creating and scheduling social media content (through work, volunteering, studies, or personal projects).
- Awareness of accessibility and inclusive content principles.
- Experience capturing and editing content at live events or festivals.
- Understanding of social media analytics and performance measurement.
- Familiarity with social media scheduling or reporting tools such as Sprout Social, Buffer or Hootsuite (desirable).
- Knowledge of Adobe Creative Suite (Photoshop, Illustrator, Premiere)

How To Apply

Deadline for applications: **9am on Monday 24th November 2025.**

Applications are filled in directly on our job recruitment platform. You will be asked to answer the following:

- Tell us what makes you suitable for this role? Please see the 'about you' section of the application pack. Please keep your response to a maximum of 500 words.
- Tell us how you meet the essential criteria of the person specification. Please use specific examples from your past work, education or other experiences to evidence how you meet the criteria. Please keep your response to a maximum of 500 words
- Tell us how you meet any of the desirable criteria of the person specification. Please use specific examples from your past work, education or other experiences to evidence how you meet the criteria. Please keep your response to a maximum of 500 words.
- Please include a link to your social media or content work as part of your application. This could be posts, videos or campaigns you have worked on. Make sure your links are publicly viewable.
- Work history. Please use this section to inform us of your prior work history. Please include voluntary roles.

You can respond to all the questions above by video or audio if you prefer. Please follow the written application format.

You will also be asked to fill in an Equal Opportunities Form. This form is **not mandatory**. The information is for monitoring purposes only and is not visible to the shortlisting team.

We understand that people might use AI tools to help with their application. While we recognise that AI can support with writing and ordering text, we expect the information provided to reflect your own original thoughts, work, and experiences.

Process

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

1. Stage One: Suitable candidates will be offered an online interview (Zoom) on **Thursday 4th December or Friday 5th December 2025**. During this part of the interview process you will also be sent a short task to complete remotely.
2. Stage Two: Suitable candidates will then be invited to a second in-person interview. This will be held on **Friday 12th December 2025** at Youth Music's offices.

If you are not shortlisted for interview you will receive notification via email by **29th November 2025**.

Youth Music will cover reasonable travel expenses for candidates invited to interview.

Due to capacity, we will only be able to provide feedback to candidates invited to interview.

If you have any questions about the application process or the role, please contact jobs@youthmusic.org.uk.

All candidates must have the right to work in the UK.



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REGISTERED CHARITY NUMBER: 1075032
LIMITED COMPANY NUMBER: 03750674