



# Digital Content Producer

## 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 Digital Content Producer joins NYO during an exciting new chapter of growth and ambition. You will lead content production at NYO, crafting engaging narratives and visuals that celebrate the transformational power of orchestral music. Your work will showcase how playing music with others builds confidence and brings joy to young musicians, inspiring others to join this extraordinary community. You'll consult, work and create in collaboration with young people.

The ideal candidate is a creative and collaborative content creator who is comfortable working across video, photography, and social media to bring NYO's story to life. This role offers an

opportunity to produce industry-leading content for a dynamic and inspiring organisation. Further, your work will inspire a generation of donors to get involved in our community of support. A background in music and passion for orchestral and/or classical is essential so that you're able to create high-quality content that captures the unique power of orchestral music.

The Digital Content Producer will play a key role in NYO's **Bloomberg Digital Accelerator** project, which aims to engage many more young people in orchestral music through engaging and informative digital content.

## Working at NYO

At the National Youth Orchestra, you'll work as part of a supportive, friendly and adventurous staff team. Learning and personal growth are intrinsic to every role.

Our offices near Holborn in central London are a hive of activity, a space for collaboration and ideas. Hybrid working is standard for most roles, with a flexible and supportive culture. During the year you will be present at NYO projects, concerts and events across the country, sharing music with young people across the UK.

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 ideate, plan, and produce content that supports NYO's ambitions to engage more teenagers than ever before—both live and online—while also reaching key stakeholders, amplifying youth voice, and fostering collaboration across the organisation.

You will lead content production at NYO, shaping the most effective ways to communicate our impact, engage young people with orchestral music, and tell compelling stories through video, photography, and campaigns. Your work will ensure that the voices and experiences of teenage musicians are at the heart of NYO's storytelling, while also creating content that resonates with educators, funders, partners, and audiences.

Through collaboration with young people, internal teams, and external creative partners, you will craft content that enhances NYO's reach and strengthens our community.



### Reports to:

Head of Communications

### Key relationships:

- Collaboration with the Programmes team to identify musicians and opportunities for content capture.
- Close working relationships with the Fundraising team to support campaign briefs and appeals.
- Supervision of external creative freelancers and agencies for video and photography production.
- Engagement with the NYO musician community to co-create content.

# Key responsibilities

## Content strategy and planning

- Work closely with the Head of Communications to develop and execute a content strategy that supports NYO's brand growth and campaign objectives, including fundraising.
- Generate innovative content ideas that engage existing audiences and reach new ones, increasing awareness of NYO's programmes and performances.
- Collaborate with the wider Communications & Fundraising team to align content with campaign goals, including recruitment, ticket sales, audience engagement, and fundraising.
- Monitor trends in digital content, video storytelling, and youth engagement to ensure NYO's content remains fresh, relevant, and impactful.
- Play a key role in NYO's Bloomberg Digital Accelerator project, contributing creatively and logistically through the inception and implementation phases.

## Video and photography production

- Commission high-quality video and photographic content that captures the transformative power of orchestral music.
- Commission and brief freelance videographers and photographers, ensuring outputs align with NYO's vision and messaging.
- Develop detailed shoot plans and production schedules, ensuring efficient content capture during NYO activities, rehearsals, and performances.
- Oversee the post-production process, including editing, sound mixing, and optimising content for different platforms.

## Collaboration with young musicians

- Work directly with young people in the NYO community, empowering them to take part in content creation and develop their communication skills.
- Guide musicians in interviews, video features, and social content to ensure authentic and engaging storytelling.
- Establish collaborative partnerships with musicians, alumni, and ambassadors to create content that amplifies NYO's mission.

## Social-first content development

- Develop engaging, platform-specific content tailored for Instagram, TikTok, YouTube, and other relevant digital channels.
- Plan and execute content that enhances NYO's digital presence, driving interaction and audience growth.
- Create short-form video content that appeals to teenage musicians and encourages participation in NYO programmes.
- Repurpose long-form video content into engaging shorter clips for different audiences.

## Campaign content and brand storytelling

- Produce video and photography assets that support recruitment campaigns, fundraising appeals, and concert promotions.
- Collaborate with the Fundraising team to develop compelling content for donor communications, appeals, and stewardship materials.
- Ensure consistency in visual identity and messaging across all content produced.

## **Project management and logistics**

- Plan and coordinate content production schedules, working closely with the Programmes team to integrate filming seamlessly into NYO activities.
- Manage project timelines, budgets, and approvals to ensure smooth delivery of high-quality content.
- Maintain an organised archive of video and photo assets for future use.

## **Audience engagement and analytics**

- Work with the Communications team to track content performance and audience engagement across digital channels.
- Use insights from analytics to refine content strategies and improve engagement.
- Keep up to date with best practices in digital content, ensuring NYO's approach is data-driven and audience-focused.

## **Accessibility and inclusivity**

- Ensure all video content follows best practices in accessibility, including captioning, subtitles, and audio descriptions where necessary.
- Champion inclusive storytelling, ensuring diverse voices and experiences are represented in NYO's content.

## **General**

- Contribute to integrated creative planning across the organisation.
- You'll be primarily responsible for content production at NYO but we're dynamic team who all pitch in. You may be needed for additional responsibilities such as helping out with social media scheduling, or briefing musicians about a media opportunity.
- Any other duties as may reasonably be required within the scope of the post.



# Person Specification

## Personal attributes

	Essential	Desirable
Proactive and solution-oriented – you actively think of ways content can support NYO’s goals and drive engagement.	✓	
Collaborative at your core – you bring ideas but remain open to stakeholder input to refine and improve the end product.	✓	
A strong team player – you have the interpersonal skills to unlock the power of other people’s experiences and expertise, both inside and outside the organisation.	✓	
Clear thinker and doer – you brainstorm and ideate with others, but once a brief is set, you have the clarity of thought and practical skills to deliver on it.	✓	
Excellent communicator – you know how to frame questions and scripts for contributors, ensuring content captures the right message for the target audience.	✓	
Highly organised – you manage logistics effectively, ensuring smooth workflows and well-timed content production.	✓	
Embraces equity, diversity, and inclusivity, recognizing the value of diverse perspectives and experiences.	✓	

## Experience

Music background – a passion for orchestral and/or classical music and sufficient technical understanding is essential to create content that captures the unique power of orchestral performance.	✓	
Proven content creation – 2+ years of experience creating content for brands or clients, either in a freelance or permanent capacity.	✓	
Experience of creating content to engage young people, educators, and/or prospective donors is desirable.		✓

## Skills

Experienced videographer and photographer, able to decide when to capture content in-house and when to commission freelancers.	✓	
Technical expertise – proficient in using professional DSLR cameras for high-resolution photography and videography.	✓	
Sound recording – skilled in capturing high-quality audio from interviews and live music, understanding when to use in-house resources and when to bring in a sound recordist.	✓	
Video editing and storytelling – proficient in video editing (Adobe Premiere, Final Cut or equivalent), with a strong understanding of narrative structure and pacing to create compelling content.	✓	
Social-first mindset – deep understanding of best practices for social media, especially Instagram, TikTok, and YouTube. Active user of these platforms and have a strong eye for engaging social video.	✓	
Multi-platform content strategy – ability to create various outputs from one concept, ensuring content is optimised and distributed effectively across different channels.	✓	
Ability to develop clear, engaging scripts and detailed creative briefs to guide freelance teams, ensuring high-quality, brand-aligned content delivery	✓	

# Terms and Conditions

## Salary

£35,000 –£38,000 per annum  
dependent on experience

## Contract term

Permanent

## Hours

Full-time (35 hours a week)

## Annual Leave

27 days plus statutory bank holidays

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 Wednesday 5 February 2025.

If you have any questions about the role, please contact [recruitment@nyo.org.uk](mailto: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.