

Communications and Promotions Lead

South Powys Youth Music (SPYM) exists for the joy of creating music together. We provide group music tuition that enables children and young people to express themselves; helping to develop their confidence, and social and emotional life skills.



Music tuition with a purpose: a pyramid of opportunities providing inspiration and motivation through learning and performing together.

Uplifting & Upbeat: our focus is on the fun, and the emotional fulfillment and physicality of music-making.

Supportive & Spontaneous: providing a safe, kind, energetic, loud and happy space where everyone can learn, grow and belong.

Inclusive and accessible: opportunities for every child from every family background; regardless of ability to play or ability to pay.

Community-centred connections: we are based in Brecon but, as a voice for music in rural Wales, we nurture wider links with schools and community groups, bringing people together, forging friendships, and breaking down barriers to provide access to music of every kind.

Role details

Location: Flexible. Regular attendance at SPYM sessions (Wednesday evenings 4:30pm-6:15pm during term time) will be required

Salary: Freelance. £40 per hour inclusive.

Hours: Approx. 7 hours per week/45 weeks of the year

Contract: 2 years subject to successfully completing the first year

The Role

SPYM is a small charity therefore we are seeking an individual who is confident and competent to lead all aspects of our communications.

We are seeking an enthusiastic and creative individual to lead our communications, marketing, and audience engagement activities. This role is

responsible for raising the profile of the charity, promoting programmes and events, strengthening relationships with participants, families, schools, funders, alumni and partners, and helping to grow our impact across rural Wales.

The successful candidate will be a skilled communicator who can tell compelling stories, manage digital and traditional communications, and support fundraising and stakeholder engagement through effective promotion of our work.

Key Responsibilities

Communications and Marketing

- Develop and deliver an annual communications and marketing plan aligned with the charity's strategic objectives.
- Create engaging content for websites, social media channels, newsletters, press releases, and promotional materials.
- Refresh and maintain a consistent and positive brand identity across all communications.
- Monitor and evaluate communication activities and provide regular reports on performance and engagement.

Website

- Using an agreed budget to commission the design and delivery of a new website
- Consulting with trustees, leadership team, parents and young people to ensure that it becomes the primary focus for the charity's presence online
- Ongoing management to ensure information is accurate, accessible, and up-to-date.

Social Media and Digital Engagement

- Lead the charity's social media presence across relevant platforms.
- Plan and deliver campaigns to increase awareness, participation, and community engagement.
- Produce multimedia content, including photography, video, and participant stories where appropriate.

- Monitor online engagement and respond to enquiries professionally and promptly.

Event Promotion

- Promote concerts, workshops, youth music programmes, fundraising events, and community activities.
- Develop promotional materials including posters, flyers, digital advertisements, and event programmes.
- Work closely with staff, volunteers, tutors, and young people to gather content and celebrate achievements.

Media and Public Relations

- Build and maintain relationships with local and regional media.
- Prepare press releases and secure media coverage for key projects and events.
- Identify opportunities to raise the charity's profile through partnerships, community networks, and public events.

Stakeholder Engagement

- Communicate effectively with participants, parents/carers, schools, community groups, funders, and supporters.
- Support the production of impact reports, case studies, and funding communications.
- Help demonstrate the charity's outcomes and social impact through storytelling and evidence gathering.

Fundraising Support

- Collaborate with colleagues to promote fundraising campaigns and donor engagement activities.
- Assist in creating communications materials for grant applications, funder reports, and supporter updates.

Person Specification

Essential

- Experience in communications, marketing, public relations, or a related role.
- Excellent written and verbal communication skills.
- Experience managing social media accounts and digital marketing campaigns.
- Ability to create engaging content for a variety of audiences.
- Strong organisational skills with the ability to manage multiple projects simultaneously.
- Experience using website content management systems and email marketing platforms.
- Ability to work independently and collaboratively within a small team environment.
- Willingness to travel across rural communities in Wales when required.
- Understanding of issues relating to consent and safeguarding in relation to young people

Desirable

- Knowledge of the arts, music, education, or charitable sectors.
- Experience working with children and young people.
- Photography, video editing, or graphic design skills.
- Understanding of rural communities and the challenges faced by young people in rural areas.
- Understanding of Welsh language and culture including the Welsh Language Act.
- Ability to communicate in Welsh.
- Experience promoting community-based or rural projects.
- Knowledge of fundraising communications and impact reporting.

What We Offer

- The opportunity to make a meaningful difference in the lives of young people.
- A flexible and supportive working environment.

- The chance to work with passionate colleagues, volunteers, musicians, and community partners.
- A varied and creative role with significant scope for innovation and impact.

Safeguarding

The charity is committed to safeguarding and promoting the welfare of children and young people. All staff are expected to share this commitment and work in accordance with safeguarding policies and procedures. Appropriate DBS checks will be required for the successful candidate.

How to Apply

Please submit:

- A CV
- A covering letter explaining your suitability for the role and your interest in supporting young people through music

Closing Date: Monday 21st September 2026

Applications should be sent to: southpowysyouthmusic@gmail.com

We welcome applications from candidates of all backgrounds and particularly encourage applications from individuals who reflect the diverse communities we serve across Wales.