

**Marketing &
Communications Officer**
Job Information Pack



WELCOME



Marketing & Communications Officer

NYCOS occupies a unique place in Scotland's cultural landscape as a charity providing a national infrastructure for young people and music leaders to develop their singing and leadership. Founded in 1996, and directed by founding Artistic Director Christopher Bell, we are committed to supporting children and young people to realise their vocal and musical potential. We provide opportunities for young people, teachers and choir directors to support and develop choral singing across Scotland.

We consist of seven National Choirs, including the internationally-renowned National Youth Choir of Scotland, a network of fourteen Regional Choirs across the country and a considerable Creative Learning programme that engages in a wide range of activity and training for children, young people and adults.

2026 marks NYCOS's 30th anniversary, and we are looking for someone who will help us celebrate this significant milestone and communicate our achievements and impact to the public throughout this special year.

NYCOS is looking to appoint a creative and energetic individual to the role of Marketing and Communications Officer. You will make a vital contribution to the marketing and communications functions of NYCOS, working on a diverse range of activities including our National Choirs, Regional Choirs and Creative Learning programmes.

JOB DESCRIPTION

Job Title:

Marketing and Communications Officer

Reporting to:

General Manager

Supervises:

No line management responsibility

Place of work

3rd Floor (Centre), Savoy House, 140 Sauchiehall Street, Glasgow, G2 3DH with potential for distance and home working.

Hours:

Full-time. (35 hours per week) Working hours are flexible, between 8.30am to 6.30pm, Monday to Friday, with one hour per day for lunch. This role will involve some evening and weekend work as required (NYCOS operates a Time Off in Lieu Policy).

Salary:

£23,000 - £26,000 per annum depending on experience

Pension:

Employer Contribution is currently 5%.

Holiday entitlement:

28 days per annum, inclusive of Bank Holidays.
Office closed for 2 weeks over the Christams period.

Tenure:

Permanent

Starting Date:

February 2026

Notice

One month



RESPONSIBILITIES

Marketing

Coordinate the delivery and execution of marketing campaigns and promotion across all NYCOS activity, including memberships, concerts and events and Creative Learning.

Plan and deliver marketing campaigns, including NYCOS's 30th anniversary celebrations throughout 2026.

Contribute to, and coordinate the development of the Marketing Plan, ensuring all output is consistent with the organisational strategy.

Initiate and create marketing materials, including adverts, website content, social media graphics, images and email footers, using various software including Adobe Creative Suite and Canva

Manage photography and film content by coordinating and booking photographers, creating detailed photo briefs, and overseeing the editing, branding and subtitling of company video content

Maintain all NYCOS publication designs, editing and reformatting for new editions using InDesign

Lead on the delivery of job packs and recruitment materials

Coordinate external suppliers including printers for marketing materials

Develop, edit and update website pages (using WordPress). Basic HTML and CSS knowledge would be an advantage, working alongside a web designer for more complex updates

Create and manage online forms for choir memberships, applications and other activities, working with the website's form builder plugin (Gravity Forms)



RESPONSIBILITIES

Communications

Manage the organisation's primary social media channels (Facebook, Instagram, LinkedIn) and plan, create and post appropriate content and social media responses

Promote NYCOS activities to a wide range of media, working with an external PR agency on specific campaign briefs

Maintain comprehensive media archive and track press coverage across all NYCOS activities

Coordinate information for and create/send newsletters via Mailchimp, with access to charity CRM for contact data integration

Copywrite and manage the design and production of concert and performance programmes

Work collaboratively with festival programming teams (Edinburgh Festival Fringe, Edinburgh International Festival, etc.) on promotional activities

General

Work within agreed budget limits and track expenditure accurately, in agreement with the General Manager

Work with the wider team to monitor and evaluate all activity, producing reports as required

Assist with data maintenance, extraction and analysis, and ensure that NYCOS follows best practice in protecting audience data and complies with GDPR and other relevant legislation

Attend regular team meetings

Attend concerts and events as required

Work closely with Alumni & Development colleagues on fundraising and engagement campaigns

This role description outlines the key responsibilities; however, as part of a small, dynamic team, the post-holder may be asked to contribute to other projects and activities that support NYCOS's mission and objectives.



PERSON SPECIFICATION



Experience

Experience of working in a cultural organisation and/or a marketing, media or digital agency and/or in a customer service role

Good creative communication skills, with the ability to identify and develop a narrative in words and images that tells the story of what NYCOS does

Confidence in learning technical aspects of marketing and using software programs, apps and platforms (e.g. social media, design software, content management and CRM/ticketing systems)

Excellent proof-reading skills and exceptional attention to detail

Excellent IT skills with a high degree of proficiency with most common packages (Microsoft Office, databases, WordPress)

Commitment to being a participative member of a team, diplomacy and discretion, and supporting colleagues

Exceptional writing and communication skills, with an ability to convey detailed information in a concise and compelling way

Exceptional attention to detail and organisational skills

Ability to prioritise and meet regular deadlines whilst working under pressure

Interest in choral music and knowledge of the national and international choral or classical music sector.

PERSONAL SPECIFICATION

Desirable

Experience with Search Engine Optimisation and digital advertising campaigns (Google Ads, Facebook Ads etc.)

Familiarity with page layout and design programmes like InDesign and Canva.

Competencies

An analytical and thoughtful approach to your own and the team's work; able to assess outcomes, research ideas and innovate with solutions

Excellent interpersonal and communication skills, with the ability to engage a wide range of people

High attention to detail

Appreciation of and support for the aims, values and ethos of NYCOS

Exceptional influencing, negotiation and diplomacy skills

Ability to think and operate strategically and provide flexible solutions

Ability to deliver to demanding deadlines and with a hands-on approach

Ability to self-motivate, work as part of a small team, and support colleagues, even under pressure

A commitment to excellence and professionalism



TERMS & CONDITIONS



Terms & Conditions...

The post-holder must have the right to work in the UK and will be required to provide the necessary paperwork to verify this. Ideally, the post-holder will also have a valid driver's licence.

The post-holder must be a member, or eligible to become a member of the PVG scheme administered by Disclosure Scotland.

NYCOS is committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage or civil partnership.

By applying for this vacancy, you consent to the safe storage and handling of any personal data you've provided to us. We will never share your data with a third-party without your consent. You can request the removal of your data at any time, by emailing info@nycos.co.uk.

Unfortunately, we will only be able to give feedback to those candidates who are shortlisted.

HOW TO APPLY

HOW TO APPLY

You will be required to complete and submit the following:

- Curriculum Vitae (CV), 2 pages maximum, 11pt minimum font size
- Covering letter, letting us know why you would like to work with us in this role and the skills and experience you would bring to the position, 2 pages maximum, 11pt minimum font size
- Equal Opportunities monitoring form.

In order to ensure the shortlisting process is anonymous and fair, please do not include your name or photograph on your CV or covering letter. Instead, please include personal details in the Equal Opportunities monitoring form. You should have proof of your Right to Work in the UK, and be prepared to provide evidence if required. The successful candidate will be required to complete a full Right to Work check before commencing employment.

APPLICATION INFORMATION

Please send your completed documents to jobs@nycos.co.uk by 5th January 2026. We will not be able to consider applications received after this deadline.

Interviews will take place in person or via video call, week beginning 19th January. We will provide a BSL interpreter or live captioning if required. Please get in touch if you require any adjustments or assistance to participate, should you be invited to interview.

If you would like to discuss this role further or discuss access requirements before you make an application, please contact Kenneth Boyd, CEO (kenneth.boyd@nycos.co.uk).

We welcome and encourage applications from all communities and especially those from minority ethnic communities. Our board and staff believe by improving the diversity within our organisation and our leadership, we will improve the quality of our work.

Good luck with your application and thank you for your interest in NYCOS.



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f @nycoscotland



Cover: NYCOS Edinburgh Regional Choir, Paisley Abbey, 2025. Photo by Sally Jubb

This Page: National Youth Choir of Scotland, St Giles Cathedral, Edinburgh, 2025. Photo by Robin Mair

National Youth Choir of Scotland (known as NYCOS) is a registered Scottish charity, SC024899.