



Creative Content & Communications Lead Recruitment Pack



#makingmusicmatter

Job title: Creative Content & Communications Lead. Salary: £35,000-£38,000 FTE (actual salary £28,000 to £30,400) Working pattern: 4 days per week. This is a part-time role requiring flexibility, including occasional evenings and weekends to attend events. Time off in lieu will be provided.	Holidays 28.8 days, inclusive of bank holidays (36 days FTE) Contract type: Initial 1 year fixed-term contract. Pension: NEST pension (9% employer contribution). Location: Wandsworth Music office; Schools; Events; Music Academy and flexibility to work from home.
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About Wandsworth Music

Wandsworth Music is an ambitious music education charity providing high-quality opportunities for children and young people across Wandsworth and beyond. We work in schools and beyond the school day so that young people can experience the transformative power of music, removing barriers to participation and supporting musical progression regardless of background.

Our work includes:

- Supporting all Wandsworth schools to deliver high-quality music education.
- Directly teaching more than 9,500 pupils each year.
- Delivering more than 1,000 hours of weekly music tuition.
- Running a thriving Music Academy with more than 500 students attending weekly.
- Providing ensembles across orchestras, bands, choirs and contemporary music.
- Producing large-scale concerts and events, including performances at major venues and international tours.



About the role

As Creative Content & Communications Lead, you will play a key role in raising Wandsworth Music's profile, ensuring our voice is bold, consistent and impactful.

Working across digital media, email and print, you will take ideas from concept to publication, using compelling content to grow awareness, participation and support.

This is a varied, hands-on role for someone who loves bringing stories to life. One day you might be shaping a campaign or writing compelling copy; the next, you could be capturing the energy of a concert, workshop or event through photography and short form video, or creating engaging content for our digital channels.

We are looking for a warm, creative and highly organised communicator who enjoys connecting with people, spotting the stories that matter and turning great ideas into content that inspires more people to take part in and support our work.

Why join us?

- The opportunity to build a strong portfolio across copywriting, social media, photography, short-form video, email and digital design.
- Regular access to inspiring programmes, performances and people, with scope to develop original ideas and take content from concept to publication.
- A flexible, supportive, and mission driven working environment.
- Benefits include 36 days annual leave (FTE, inclusive of bank holidays) and a workplace pension scheme with 9% employer contribution.
- Subsidised lesson fees for Wandsworth Music staff and their dependants.

How to apply

Please email vacancies@wandsworthmusic.co.uk with the following documents:

- Completed WM application form (download from www.wandsworthmusic.co.uk/vacancies)
- A supporting statement (no longer than 2 sides of A4) outlining how you meet the person specification, along with any relevant experience that you have.
- Applicants should also submit a portfolio or links to a selection of relevant work. This may include written, photographic, video, social media, design or digital content and should clearly indicate the applicant's contribution to each example.

For an informal discussion please contact Dan White, CEO on 020 8333 3899 or dwhite@wandsworthmusic.co.uk

Closing date: 4 November 2026

Key responsibilities

You will bring our work to life through clear, creative and audience-focused communications that reflect our values.

Brand, content and messaging

- Develop content and story ideas aligned with organisational priorities and campaigns.
- Write and edit clear, persuasive copy for a range of audiences.
- Produce newsletters, blog posts, interviews and impact stories from brief to publication.

- Turn programme activity, participant voices and outcomes into engaging stories and case studies.
- Apply Wandsworth Music's voice and visual identity consistently, creating reusable templates for colleagues as appropriate.

Photography, video and media assets

- Plan and capture high-quality photography and video, including interviews, event coverage and promotional content.
- Edit images, audio and video into accessible, branded assets.
- Create branded digital and print materials using Adobe Creative Suite or equivalent tools.
- Maintain a secure, organised media and asset library.
- Ensure all safeguarding, consent, GDPR, accessibility, inclusion and brand requirements are followed.

Digital channels and social media

- Manage and develop our social media presence creating and scheduling regular content across all digital platforms.
- Create tailored posts, reels, videos, graphics and web stories for each platform.
- Keep website content accurate, accessible, current and easy to navigate.
- Maintain a content calendar covering programmes, events, performances, recruitment, fundraising and other key dates.
- Monitor engagement, respond appropriately and use analytics to improve content and channel performance.

Marketing and audience engagement

- Set up and manage straightforward targeted digital advertising campaigns and monitor their effectiveness.
- Plan, create and evaluate targeted email campaigns and regular newsletters.
- Maintain accurate mailing lists and tailor content and calls to action by audience.
- Develop donor stories and fundraising content with the Chief Executive and Fundraising Manager.
- In collaboration with colleagues, create design and content packages for programmes, concerts, recruitment, fundraising and public engagement.
- Work collaboratively to find imaginative ways of raising the profile of Wandsworth Music

Generic duties and responsibilities

- Understand and support Wandsworth Music's mission and values.
- Support Wandsworth Music's responsibilities for safeguarding children and young people.
- Comply with Wandsworth Music's policies and procedures, including those relating to data protection and health and safety, and maintain an up-to-date understanding of them.
- Promote equality and inclusion across Wandsworth Music's programmes, helping to create a safe, supportive and welcoming environment for all.

This job description reflects the current needs of the organisation and may develop over time. The post-holder may be asked to undertake other reasonable duties in line with the purpose, grade and responsibilities of the role.

We encourage applications from candidates who meet most, but not necessarily all, of the criteria below. If you are excited by the role and believe you could make a strong contribution, we would be pleased to hear from you.

Person specification	Essential / Desirable
Experience, knowledge and skills	
A strong portfolio demonstrating high-quality written, visual and digital content for different audiences.	Essential
Experience managing websites, social media channels and developing digital campaigns.	Essential
Proven ability to shoot, edit and publish engaging short-form video and photographic content.	Essential
Excellent copywriting, editing and storytelling skills, with the ability to adapt content for different audiences and channels.	Essential
Excellent digital skills, including experience of using Adobe Creative Suite or equivalent tools for video editing, photography, design and content production.	Essential
Confidence building relationships and gathering stories, feedback and content from a range of different stakeholders.	Essential
Excellent organisational skills, with the ability to manage a content calendar and multiple projects to deadline.	Essential
Working knowledge of safeguarding, consent, GDPR, copyright and secure media management when producing content involving children and young people.	Essential
Experience of using analytics and performance data to evaluate engagement and improve content and digital channels.	Essential
Desirable experience and skills	
Experience creating content in music, arts, education, youth, charity or community settings, including live events or performances.	Desirable
Understanding of accessible and inclusive communications, including clear language, captioning and alternative text.	Essential
Experience creating reusable templates or managing a consistent organisational voice and visual identity.	Desirable
Experience producing case studies, impact stories, donor communications or fundraising content.	Desirable
Personal attributes	
A natural storyteller with curiosity, sound editorial judgement and a strong visual eye.	Essential
Passionate about music, education, and social impact.	Essential
Proactive, resourceful and highly organised, with the confidence to work independently and collaboratively.	Essential
Committed to inclusion and to representing Wandsworth's communities authentically, accurately and respectfully.	Essential
Flexible and willingness to work occasional evenings and weekends to capture concerts, rehearsals and events.	Essential
Qualifications and professional development	

Relevant professional experience, training or qualifications in content production, journalism, media, photography, design, marketing or communications. A formal qualification is not required where equivalent ability is demonstrated through experience and a portfolio.	Essential
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Application requirement: Applicants should submit a portfolio or links to a selection of relevant work. This may include written, photographic, video, social media, design or digital content and should clearly indicate the applicant's contribution to each example.

Safeguarding

Wandsworth Music is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The successful candidate will be subject to pre-employment checks including an Enhanced DBS check and references. The role is exempt from the Rehabilitation of Offenders Act.

Equal Opportunities

Wandsworth is a multicultural borough, and we are committed to recruiting, retaining, and developing a workforce that reflects the diverse community that we serve. We particularly welcome applications from people who are underrepresented in the organisation, including people with disabilities, and Black, Asian, and Minority Ethnic backgrounds.