



nyos



RECRUITMENT PACK

Director of Partnerships & Communications





Welcome from our Chief Executive & Artistic Director

**Thank you for your interest in working with the
National Youth Orchestras of Scotland.**

It is an exciting time to work with NYOS as we build on our exceptional legacy and develop plans for our 50th anniversary in 2029. Our mission is to champion and nurture Scotland's national youth orchestra as a centre of excellence and national cultural asset, inspiring young musicians to realise their potential through our outstanding orchestral programmes.

We are looking for a **Director of Partnerships & Communications** who shares our values and ambitions to strengthen NYOS' profile and celebrate its distinctive role in Scotland's cultural life.

The Director of Partnerships & Communications is a new role within our dynamic and forward-thinking team. As an integral part of the Senior Management Team, the postholder will help ensure that the value and impact of NYOS' work is understood across Scotland and beyond.

You do not need to fulfil every element of the job description to apply. We are interested in finding someone who really wants to contribute to NYOS' work and will support your professional development if you have the right potential. If this role excites you but you are unsure about applying, please feel free to get in touch with our office for a chat.

We look forward to hearing from you!

A handwritten signature in dark ink, reading "Kirsteen Davidson Kelly".

Dr Kirsteen Davidson Kelly
Chief Executive & Artistic Director



About NYOS

For almost 50 years, the National Youth Orchestras of Scotland (NYOS) has nurtured outstanding young musicians through ambitious, world-class orchestral experiences. We bring together young people from across Scotland with inspiring conductors, tutors and artists, giving them exceptional opportunities to learn, perform and realise their potential.

NYOS is both a centre of excellence and a national cultural asset. We play an important role in Scotland's musical life, supporting the next generation of orchestral musicians and creating performances of the highest artistic standard.

We believe in the wider, transformative power of youth music-making to build confidence, nurture creativity, strengthen resilience, develop collaboration and leadership, and foster a strong sense of belonging. Whether or not participants pursue a career in music, the skills, relationships and experiences they gain through NYOS can have a lasting impact on their lives.

We also believe excellence should be accessible. We work with partners across Scotland to remove barriers, widen opportunity and ensure that background, geography or personal circumstances do not prevent young people from taking part.

Our values of **Ambition**, **Belonging** and **Creativity** shape everything we do.

Our Strategy

In October 2026, NYOS begins a new three-year strategy, culminating in our 50th anniversary in 2029. We are committed to strengthening our role as Scotland's national youth orchestra and widening access to excellence, so that more young musicians across the country see NYOS as a realistic and achievable aspiration.

Central to this is a new approach to engagement, focused on building long-term partnerships with the organisations and educators who support young musicians across Scotland. By working alongside others, we can strengthen connections across



the orchestral music pathway, share expertise and opportunity, and create clearer routes for young musicians to develop. This also means understanding where barriers to progression remain and working collectively to address them.

We want to amplify the exceptional quality and impact of our orchestral work, while championing the wider, transformative benefits of youth music-making. By sharing the achievements and experiences of our young musicians more effectively, we can grow NYOS' profile and build stronger relationships with audiences, supporters and partners across Scotland and beyond.

This role will be integral to delivering these ambitions, leading the development of NYOS' communications and engagement activity and helping to shape how we build relationships, tell our story and strengthen our national reach and impact.

"The highlight of my NYOS experience was playing *The Planets* in the Usher Hall. The atmosphere was incredible and with a busy audience, it felt amazing to share this wonderful music."

NYOS 2026 Musician



Director of Partnerships and Communications

Job Description | September 2026

Job Title	Director of Partnerships and Communications
Reporting to	Chief Executive & Artistic Director
Line management	Orchestra Projects Manager, Marketing and Communications Manager
Key relationships	Senior Management Team, Board of Trustees, external partners, and stakeholders across Scotland

Role Overview

The **Director of Partnerships and Communications** is a senior leadership role designed to communicate the value and impact of NYOS' work, helping to grow participant, audience and supporter communities. By developing storytelling and strong external relationships, the Director of Partnerships and Communications will help strengthen NYOS' reputation, sustainability and financial resilience as we work towards the organisation's 50th anniversary in 2029.

The Director of Partnerships and Communications will lead NYOS' marketing, communications and engagement function, using compelling impact storytelling, strategic communications and audience engagement to build profile, influence, participation and sustainable income and support. They will play a central role in delivering NYOS' new three-year strategic plan, working closely with the Chief Executive and Senior Management Team to grow participation, strengthen relationships across Scotland's music education and cultural sectors, and communicate the value and impact of NYOS' work to participants, supporters, partners and funders.

As a member of the Senior Management Team, the Director of Partnerships and Communications will contribute to organisational leadership, business planning and



operational decision-making, setting and monitoring departmental budgets and working collaboratively across the organisation to deliver NYOS' vision and values.

Principal Accountabilities

- Lead the strategic development and delivery of NYOS' communications and marketing strategy, ensuring it advances organisational priorities, strengthens profile, reputation and influence, develops audiences and contributes to sustainable income and support.
- Lead the organisation's impact storytelling, turning evidence, insight and the experiences of those we work with into compelling stories, case studies and communications that demonstrate the value and impact of our work to funders, supporters, partners and the wider sector.
- Work closely with the Chief Executive to develop and sustain strategic partnerships that help widen access to the NYOS pipeline and broaden NYOS' reach, awareness and impact, including with instrumental teachers, schools, HEIs, Local Authorities, music education providers, professional orchestras, youth organisations and other arts organisations. Ensure that partnerships are effectively managed and evaluated and deliver mutual benefit.
- Lead the development and delivery of NYOS' Engagement Strategy, in order to increase participation, deepen relationships with supporters and stakeholders and strengthen partnership working, and expand the organisation's network of advocates and influencers through participant engagement and active participation in relevant forums and networks.
- Maximise the strategic communications and engagement opportunities presented by NYOS' 50th anniversary in 2029, contributing to the planning and delivery of a high-impact year that increases profile, engagement, support and influence.
- Work collaboratively with Young Trustees and participants to embed Youth Voice across organisational planning and development.



- Lead the ongoing implementation, review, development and reporting of NYOS' Equality, Diversity and Inclusion (EDI) Plan, ensuring statutory responsibilities are met while widening access to participation and strengthening inclusive practice.
- Provide strategic leadership and oversight of the marketing, communications and engagement function, including line management of the Marketing and Communications Manager, ensuring effective planning, prioritisation, resource allocation, performance measurement and continuous improvement, and providing communications leadership during sensitive or reputational issues where required.
- Lead the ongoing development and positioning of the organisation's brand, strengthening awareness, reputation and distinctiveness, and reinforcing perceptions of artistic and educational quality, credibility and impact.
- Oversee press and media relationships, content, digital marketing and communications channels, ensuring high-quality, consistent and engaging activity that builds audiences, demonstrates impact and drives engagement and support.
- Provide line management oversight of project planning and delivery, ensuring operational excellence and attending courses, rehearsals, concerts, and other events as required.
- Lead, support, and develop direct reports, fostering a culture of collaboration, inclusion, learning, and continuous improvement.
- Work closely with the Senior Management Team to develop and deliver the organisation's strategic and operational plans, identifying opportunities for innovation and collaboration.
- Set and monitor departmental budgets, work plans and objectives, ensuring effective prioritisation and use of resources.
- Oversee the collection, management and use of feedback and impact data to inform storytelling, fundraising and communications, and report outcomes, learning and recommendations to the Board.
- Represent the organisation externally, acting as an ambassador at meetings, conferences, events and other relevant forums.



Job Challenge

To develop compelling storytelling about the value and impact of NYOS' work while growing and sustaining relationships with participants, audiences, and partners.

Measures of Success

Success in this role will include:

- Communications that strengthen fundraising, advocacy and stakeholder confidence.
- Growth in participant recruitment and retention.
- Effective integration of Youth Voice and EDI across the organisation.
- Stronger strategic partnerships across Scotland, which strengthen the NYOS participant pipeline and raise our profile.
- Increased awareness and positive perception of NYOS.
- Growth in audiences and supporter engagement.
- High-quality evaluation demonstrating organisational impact.
- Successful delivery of departmental objectives within agreed budgets.

Person Specification

Essential Knowledge, Skills & Experience

LEADERSHIP

Significant experience in a senior communications, partnerships, engagement, marketing or related leadership role.

Experience leading and developing teams.

Experience of strategic planning and organisational development.

Proven track record of effective budget management.

Ability to lead through change with confidence and resilience.

PARTNERSHIPS & EXTERNAL ENGAGEMENT

Proven track record of developing and managing strategic partnerships.

Excellent relationship-building, networking and influencing skills.

Experience representing an organisation externally with credibility and professionalism.

Ability to connect partnerships, engagement, and audience development into a coherent strategic approach.

COMMUNICATIONS & MARKETING

Experience of developing and delivering communications and marketing strategies.

Strong understanding of brand development and audience engagement.

Excellent written and verbal communication skills with the ability to adapt messaging for different audiences.

Experience overseeing digital communications, website, social media, and email marketing.

Experience working with media and developing compelling stories that demonstrate organisational impact.

Understanding of how communications can support fundraising and organisational sustainability.

TECHNICAL SKILLS

Good IT and numeracy skills.

Experience using CRM systems.

Experience using website content management systems.

Experience with email marketing platforms and social media analytics.

SECTOR KNOWLEDGE

Knowledge of the Scottish and wider-UK classical music and youth music sectors.

Enthusiasm for youth music and creative participation across a wide range of musical traditions.

An understanding of the opportunities and challenges involved in widening access to high-quality musical experiences for young people.

Personal Attributes

The successful candidate will be:

- A strategic and forward-thinking leader.
- Collaborative, proactive, and outward-looking.
- An excellent relationship builder who inspires confidence internally and externally.
- Highly organised, with the ability to manage multiple projects effectively.

- A confident communicator with excellent interpersonal skills.
- Committed to equality, diversity, and inclusion.
- Passionate about widening access to opportunities for young people.
- Adaptable, resilient, and focused on solutions.

Additional Information

In addition to the principal accountabilities listed, the postholder will:

- Oversee the effective development and use of organisational systems, databases, and communications platforms within the areas of responsibility.
- Undertake any other reasonable duties consistent with the responsibilities and seniority of the post.



Key Terms & Conditions

Salary	£45,000 - £50,000 per annum
Hours of work	Permanent, full-time - 35 hours per week
Location	Head office in Glasgow city centre. Flexible / hybrid working pattern to be discussed with successful candidate

How to Apply

Please submit **your CV and a cover letter** (no more than 2 A4 pages) along with the **equal opportunities monitoring form** (available from our website) by the closing date of **Thursday 1 October 2026**.

The equal opportunities monitoring form is designed to help NYOS achieve its aspiration to become a truly inclusive community.

Please let us know if you have any support or access requirements. If you require additional assistance during any stage of the application process, including at interview, please let us know.

Referees will not be contacted prior to interview or without your permission.

You may send a video or audio recording in place of the cover letter if you wish.

Applications should be emailed to recruitment@nyos.co.uk.

Closing date for applications	Thursday 1 October, 5pm
First-round interviews	Thursday 8 & Friday 9 October
Second-round interviews	Monday 19 October

Head to the Careers section of our website for more information on our recruitment policies and processes.