



Recruitment Pack: Digital Information and Content Creator

Job title: Information and Content Creator
Hours per week: 24 hours over 3 days (0.75 FTE)
Place of work: musicALL head office- the Pentagon Centre; 36 Washington Street; Glasgow; G3 8AZ
Reporting to: Executive Director
Salary: musicALL salary point 2 (£22,500 pro rata / £13.52 per hour)

Job Purpose

The main purpose of the Information and Content Creator role is to work with the Director on the development and implementation of musicALL's Digital Supported Music Framework, and with the wider musicALL team to manage various aspects of content creation for our website, social media and other platforms to promote musicALL's aims, projects, activities, and events to wider audiences.

Role summary

Reporting to the Executive Director, the Information and Content Creator (ICC) will collate and create resources and assets across video, audio, graphic and written mediums, and lead on the design, implementation and ongoing maintenance of web-based materials and resources for our online learning platform (podia), musicALL's website (wordpress), and Social Media platforms (Facebook; Twitter; Instagram; TikTok).

In keeping with musicALL's information strategy, most of the content will be video based, therefore a strong ability in video content creation is essential (Adobe or other), as is a proven ability to design web content for wordpress. An ability to write accessible information clearly and succinctly is also important, as is a level of graphic design skills (Canva).

This is a new role, with the opportunity to shape the direction of how our organisation projects itself outwardly and achieves its outcomes in support of musicians who are disabled and / or neurodivergent. We are looking for an ambitious, energetic and creative individual to help guide us on this journey.

Job Description

1. Plan your approach to designing musicALL's online presence and digital resources, working alongside Director and musicALL's core team to identify specific activities and agree phased work-plan and calendar.
2. Work alongside the Director to develop and manage musicALL's digital e-learning resource for launch December 2023.
3. Identify and organise filming activities with tutors across musicALL's projects for use across digital e-learning resources, social media and other promotional activities.
4. Edit videos to a professional standard using Adobe or other software and share as required.
5. Design attractive easy read written resources including lyric and chord sheets; policy summaries; activity instructions / tutorials and pro forma templates for use in projects and for musicALL's online digital resource in partnership with core team and tutors.
6. Design written and graphic marketing material including infographics; flyers; brochures and reports using Canva.
7. Manage web content on an ongoing basis across musicALL's public facing website regularly updating with news; events; calls to action and other information as required.
8. Manage and post engaging social media content across musicALL's social accounts.
9. Assist in other areas of communications including mail outs; news bulletins; supporter communications, report writing etc. as required.
10. Manage small devolved marketing and comms resource budget and achieve excellent value for money.



11. Obtain filming / photo / content consent from participants with Project Manager.
12. Contribute on occasion to board meetings to update on information and content strategy and associated projects. .
13. Act as an advocate for and upholding the ethos of musicALL
14. Liaising with external bodies including funders, schools, and other partners working with musicALL
15. Participate in the organisation and facilitation of social, educational, performance and fundraising events
16. Communicate effectively with musicALL staff, participants, families and stakeholders as required.
17. Providing qualitative written and verbal feedback to musicALL Director when required
18. Represent musicALL at external meetings and events when required
19. Any other reasonable tasks as required

Person Specification

Essential	Evidence / assessment	Desirable	Evidence / assessment
Ability to plan, film, create and edit high quality video content.	CV / Cover Letter Interview Portfolio	Relevant qualification at SCQF Level 7 (HNC) or above e.g. digital design and web development; digital marketing etc.	CV Certificate
Proven ability to manage, design and create web content on wordpress platform- or ability to learn quickly having confidently used other platforms.	CV / Cover Letter Interview Portfolio	Some musical ability or a good understanding of music based activities- especially band rehearsals and performances.	CV / Cover Letter Interview
Good understanding of learning disability and neurodiversity, and an ability to create accessible communications for a diverse audience.	CV / Cover Letter Interview Portfolio	Ability to manage devolved marketing resources budget.	CV / Cover Letter Interview
Excellent verbal and written communication skills.	CV / Cover Letter Interview	Good photography / photo editing skills.	CV / Cover Letter Portfolio
A strong interest in music / culture and good understanding of the music scene in Scotland.	Cover Letter Interview	Good understanding of the charitable sector in Scotland.	CV / Cover Letter Interview
Ability to produce graphics and visuals using Canva.	CV / Cover Letter Interview	Proven work experience (but open to first-time applicants with no work experience)	CV / Cover Letter
Driven, motivated and able to work independently to complete tasks to a high standard.	CV / Cover Letter Interview		



About musicALL

musicALL is an innovative Glasgow-based charity working with disabled and neurodivergent people to access opportunities across music making activities.

'musicALL Pathways' provides high quality music tuition, rehearsal, and performance opportunities for hundreds of disabled and neurodivergent young people each year through our Make Your Own Kind of Music bands project in Additional Support for Learning (ASL) secondary schools, and our Move On Up bands project for school leavers.

'musicALL Presents' supports established acts, including our band in residence the Fridays to bring their music to wider audiences through projects that focus on artistic and audience development opportunities including recording; marketing and distribution; and live performance.

'musicALL Hubs' will support disabled and non-disabled musicians across Scotland through the creation of a new digital resource to develop and deliver projects in their communities, helping to overcome geographical barriers, develop inclusive creative communities throughout the country, and support musicALL's aim to achieve cultural change on a national level.

We want to create safe and nurturing creative environments for all, and to support opportunities for further training, accreditation and employment for disabled musicians within the music industry, ensuring inclusion and equal opportunities for access to the same opportunities other musicians have.

Our mission is to make people heard through music, and our vision is that music activities and opportunities are fairer, more inclusive, and open to talented individuals regardless of their background especially for those who are disabled and / or neurodivergent.

With this vision we hope to promote a fairer, inclusive society where disabled people feel valued and supported to fully access all aspects of the Glasgow music scene without facing prejudice.

musicALL prides itself on its bold and innovative activities that support people who are disabled and / or neurodivergent to break barriers, change perceptions, and contribute to a richer and more inclusive culture in the music industry. Over the last year musicALL has worked with leading industry partners including:

- Chem19 Studios
- 432 Presents
- Mono
- SWG3
- Berkeley 2 studios (Glasgow)
- Creative Scotland

As we continue to support and develop our talented musicians, musicALL aims to become a conduit between artists and producers, providing support to navigate the music industry to artists, and support to develop best practice for producers.



Additional information

Team benefits

musicALL's projects are delivered during term time, therefore the organisation is able to offer a generous 10 week holiday package, which is programmed around our activities calendar as follows:

- 4 weeks in the summer (July)
- 2 weeks in spring (usually April)
- 2 weeks over Christmas / New Year
- 2 weeks of flexible holiday (agreed on request)

musicALL has adopted a 4 day working week for staff over 32 hours per week (full-time), and supports hybrid working.

musicALL is an equal opportunities employer, which to us means an extensive understanding of individual circumstances. We strive to be a good employer at all times and offer flexibility across a range of working conditions including core working hours, working environment, additional support requirements, help to meet caring responsibilities etc.

musicALL offers Techscheme and Bike2Work salary sacrifice schemes to employees.

All musicALL employees are required to undertake a protection of vulnerable groups check (PVG) which will be carried out by the organisation upon successful offer of employment.

How to apply

Please send a cover letter and CV, including two named referees to Rob Gallagher, Director musicALL email: rob@musicallscotland.org.uk

musicALL is an equal opportunities employer and welcomes applications from people from all backgrounds, including disabled and neurodiverse applicants.

Please advise us of any support requirements, or contact us for any further information in support of your application; including the option for a pre-application meeting.

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