



MAKE NOISE  CREATE PEACE

ABOUT MUSIC ACTION INTERNATIONAL

We are people from across the globe co-creating music for wellbeing with survivors of war, torture, trafficking and persecution. www.musicaction.org

ABOUT THE ROLE

We are looking for a passionate and empathetic communications professional to lead on our comms and marketing to develop, build and manage Music Action International's public profile. This is an exciting opportunity that comes at a moment of growth for the organisation. We are looking for someone who understands how to co-create with people with lived experience to engage people with the work we do in the UK, Sierra Leone and Syria.

Location:	London, Manchester or Brighton
Time commitment:	Full Time (4 day week available)
Job type:	Permanent Contract
Salary:	£30 - £34K depending on experience

Remote and flexible working options

We are particularly interested in applicants with refugee heritage and people of colour

We are part of the Experts by Experience Employment Initiative (www.ebeemployment.org.uk). The network supports inclusive recruitment of people with lived experience of the UK asylum or immigration system. If this is your experience, you can find useful resources [here](#). You can also ask for free and private help with your application by filling in [this form](#).

In this role, you are responsible for:

Leading on Digital and Comms

- Developing our marketing and comms strategy with the team, facilitators and board

- Managing social media handles and digital engagement with team members. This will include writing copies for graphics, social media posts, managing ads/paid media, driving sign-ups and moderating comments and messages across campaign channels
- Lead on digital strategy design for various campaigns. This could include: raising awareness on a particular topic or programme, selling merch, grassroots fundraising, individual giving, crowdfunders and/or promoting our schools refugee resource
- Maintain and increase individual donor giving
- Input into income generation strategy including donations, earned income and grants
- Implement paid media advertising on social media networks, such as Facebook, LinkedIn, Youtube and Google Ads
- Work with the creative team and partners in the field to collect material (videos, audio clips, reports) and convert them into engaging content (videos, graphics, posts) for a variety of audiences
- Draft and design mailers with input from team to engage audiences
- Maintain CRM for contact database, fundraising and evaluation purposes
- Manage website development and regular updates, SEO etc
- Gather and update project monitoring templates (social media dashboard, pre and post perception surveys etc) for monitoring, measurement and evaluation of the digital campaign engagement with team members
- Develop innovative ways to communicate and drive engagement with new audiences
- Develop dissemination plans designed to meet the campaign's impact goals
- Ensure all team members and partners follow organisational policy on media consent for working with at-risk groups
- Have an ethical and informed approach to representation of refugees in an NGO context
- Build relationships with press and media
- Connect with eg high-profile musicians and potential supporters to amplify our messages
- Connect with relevant partner campaigns to improve the lives of people seeking safety
- Input into grant writing and reporting with core team (training provided if needed)

ABOUT YOU

- You have 3+ years of work experience
- You have at least 2 years of strong digital media experience
- You have paid social advertising experience and are skilled at optimizing ad campaigns to deliver measurable and impactful results, which support the goals of a wider campaign
- You have a strong understanding of the overall digital media landscape, especially in the arts/social justice context and keep up with developments within the space
- You have a strong understanding of the current local and global context affecting refugees, safety-seekers and migrants
- You have a commitment to anti-racism and de-colonisation
- You have experience in grassroots fundraising, crowdfunders and/or individual giving
- You are a skilled writer, especially in email and social media formats, and are able to adjust to multiple style guides and sender/brand voice

- You have some design skills for creating e-flyers, leaflets etc
- Able to combine high-level strategic and analytical thinking with tactical creativity
- You have a track record of establishing and successfully achieving specific KPIs that align with broader campaign goals
- You have experience in message testing and narrative building to meet a campaign's goals
- You have knowledge and experience in the execution of best practices in email marketing and/or social media management
- You carry high personal integrity, with commitment to creating progressive change in the world

If these are the things that get you up in the morning, we want to hear from you!

Please email your application form with your CV to apply@musicaction.org with Marketing and Comms in the subject. Thanks!

Deadline for Applications is Monday 18 May 2026, 6pm. Interview Date 26 & 27 May 2026.