



soundlines

unleashing potential through music

Candidate Pack

Creative Communications Executive

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1. Who are SoundLincs?

SoundLincs is a not-for-profit community music charity working across Lincolnshire to improve wellbeing, reduce isolation and tackle health inequalities through inclusive, high-quality music projects. Our vision is that everyone, regardless of age, background or ability, can access the life-enhancing benefits of music.

SoundLincs operates across four key areas:

- We design and deliver inclusive music-making projects.
- We produce and disseminate a range of music information and resources.
- We provide training opportunities to encourage and empower music practitioners.
- We collaborate with academic partners to study the social impact of our work so that we can learn, develop and share this with others.

We work with people who experience the greatest barriers to participation and support, including individuals with complex health needs, people in contact with the criminal justice system, neurodivergent individuals, older adults, and those experiencing loneliness, social isolation or disadvantage. Through safe, welcoming and non-clinical music programmes, we create spaces where people can connect, build confidence, develop emotional resilience and experience a sense of achievement. Each year, SoundLincs supports approximately 3,000 people, delivering creative interventions that complement statutory services and engage those least likely to benefit from traditional provision, making a measurable difference to mental health, wellbeing and social connection across our communities.

SoundLincs is managed by Eddy Mentzel, Chief Executive Officer, and has a managerial board of arts and non-arts specialist Trustees drawn from a variety of specialist areas and geographical locations within Lincolnshire and the East Midlands.

Our current music programmes

SoundLincs Social Prescription Service – a Lincolnshire-wide social prescribing service supporting mental health and wellbeing through music, co-designed with community health partners and participants.

Connect – a suicide prevention initiative working across 10 acute and rehabilitation wards and in community settings, supporting individuals transitioning from inpatient mental health care back into the community.

Inside Voices – delivering participatory music activities in HMP Lincoln, HMP Peterborough, and HMP North Sea Camp to support expression, rehabilitation, and community reintegration for offenders nearing release.

The FAB! Awards – an event which brings together and celebrates the hard work and achievements of the 1200 care leavers and young people in care across Lincolnshire.

Springwell – working across five alternative academy sites with young people excluded from mainstream education, empowering them through tailored, creative music programmes.

Lincolnshire Secure Unit – providing instrumental and technology-based music making in a secure children's home, encouraging self-expression, skill-building, and resilience.

Future of the Past – engaging communities at 6 heritage sites across Lincolnshire through creative arts, increasing accessibility and public engagement with local heritage.

The six values underpinning our work

- **Inclusivity** - We believe that everyone should have the opportunity to take part in and benefit from music-making, regardless of their life experience, circumstances, or needs.
- **Compassion** - We listen, understand, and respond to the needs of the individuals and communities we work with, ensuring our support is caring, respectful, and person-centred.
- **Empowerment** - We strive to equip all our project participants with the skills, confidence, and knowledge to continue using music long after their time with SoundLincs.
- **Collaboration** - We believe in the power of partnership, working together with individuals, communities, and organisations to create meaningful and lasting impact through music.

- **Integrity** - We are open, honest, and accountable in everything we do, ensuring that our work always reflects the trust and respect of those we serve.
- **Innovation** - We are a forward-looking charity, always exploring new ways to use music creatively to inspire, engage, and empower people.

For any queries or requests for further information please contact:

Name: Shelley Spink

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Telephone: 01522 510073

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SoundLincs is committed to safeguarding and promoting the welfare of children, young people and adults at risk and expects all staff and volunteers to share this commitment.

2. Job Description

Post: Creative Communications Executive

Hours: 37.5 hours per week

Salary: £28,000 per annum

Managed by: CEO

Overall Purpose of Job:

The Creative Communications Executive will be responsible for leading the development and delivery of SoundLincs' marketing, communications, and visual design activity. This includes managing social media channels, creating engaging digital and written content, and delivering targeted campaigns that promote SoundLincs' work, increase audience engagement, and support fundraising, volunteering, and employment opportunities. The role is central to raising the organisation's profile and strengthening its brand as a leader in social impact music-making.

A key element of the role is high-level creative design work using the Adobe Creative Suite, producing a wide range of professional visual materials. This includes updating and maintaining the website, designing toolkits, resources, evaluations, annual reviews, impact reports, and funding proposals, as well as creating promotional materials such as flyers, logos, event branding, banners, and social media assets. Working closely with internal teams, the Creative Communications Executive will ensure all communications and design outputs are visually consistent, accessible, and effectively communicate SoundLincs' impact and activity.

Roles and Responsibilities

Marketing Strategy and Communications

- Develop and deliver marketing and communications activity that promotes SoundLincs' programmes, impact, and opportunities across multiple audiences.
- Manage and coordinate organisational communications, ensuring consistent messaging across all internal and external channels.

- Support the development of SoundLincs' brand identity as a leader in social impact music-making.

Social Media and Digital Engagement

- Lead on the day-to-day management of SoundLincs' social media channels.
- Create and schedule engaging content that promotes music groups, organisational achievements, and impact.
- Promote fundraising campaigns, volunteering opportunities, and job vacancies across digital platforms.
- Design and produce social media artwork and visual content to support engagement and reach.

Creative Design and Production (Adobe Creative Suite)

- Use Adobe Creative Suite to design and produce high-quality visual communications across the organisation.
- Update and maintain the SoundLincs website, ensuring content is accurate, engaging, and visually consistent.
- Design toolkits, resources, evaluations, annual reviews, impact reports, and funding proposals.
- Create promotional materials including project flyers, posters, logos, and campaign branding.
- Produce visual assets for events, including banners, display materials, and exhibition content.
- Ensure all design work is accessible, consistent with brand guidelines, and tailored to target audiences.

Content Creation and Storytelling

- Create engaging written content including stories, blogs, and case studies that communicate the impact of SoundLincs' work.

- Produce the organisation's monthly newsletter, coordinating input from internal teams.
- Translate project activity and evaluation data into accessible, compelling narratives.

Public Relations and Brand Development

- Write and distribute press releases, building and maintaining relationships with local, regional, and sector media to promote SoundLincs' programmes, impact, and achievements.
- Support and deliver public relations activity, including publicity for programmes, events, and organisational achievements.
- Contribute to the development and strengthening of the SoundLincs brand across all communications.
- Support awareness-raising activity that communicates the value and impact of music-making in health and social contexts.

Impact, Reporting and Publications

- Lead on the design, layout, and production of SoundLincs' annual review and impact publications.
- Work with the Portfolio Manager to design and visually present project evaluations, ensuring clarity and accessibility.
- Ensure all publications effectively communicate organisational impact to funders, stakeholders, and the public.

Analytics

- Monitor and analyse the performance of marketing and communications activity, including social media, campaigns, and digital engagement.
- Use data and insights to evaluate effectiveness, identify trends, and inform future marketing approaches.

- Prepare and present clear, accessible reports on marketing performance and audience engagement to senior management and the Board of Trustees.

Networking and External Engagement

- Support networking and relationship-building activity to increase SoundLincs' visibility, reach, and partnerships.
- Represent SoundLincs at relevant events and contribute to raising awareness of the organisation's work.

Organisational Responsibilities

- Comply with all SoundLincs policies and procedures, including safeguarding, health and safety, and data protection.
- Contribute to a positive, proactive, and collaborative working environment.
- Work flexibly across office-based and external activities, managing workload effectively.
- Undertake any other duties commensurate with the role as required.

3. Job Specification

Essential Experience and Knowledge

- Proven experience in a marketing, communications, digital content, or creative design role, ideally within a charity, arts, or not-for-profit environment.
- Experience of creating and managing multi-channel communications, including social media, email marketing, and website content.
- Demonstrable experience of using Adobe Creative Suite (including InDesign, Illustrator, Photoshop) to produce professional, print-ready and digital materials.
- Experience of producing high-quality written and visual content, including reports, publications, newsletters, and promotional materials.
- Experience of managing or supporting brand identity across multiple platforms and outputs.
- Experience of working with project teams to translate activity into engaging stories and impact narratives.
- Understanding of audience engagement, public communication, or fundraising communications within a mission-led organisation.
- Understanding of safeguarding, data protection, and confidentiality within organisational communications.

Essential Skills and Competencies

- Excellent creative design skills, with strong proficiency in Adobe Creative Suite.
- Strong written communication and storytelling ability, able to translate complex project activity into accessible content.
- Ability to produce visually engaging materials across digital and print formats, ensuring brand consistency.

- Strong digital marketing skills, including social media management, scheduling, and content planning.
- Ability to manage multiple projects and deadlines, working independently and prioritising workload effectively.
- Strong attention to detail, with a methodical and accurate approach to design and content production.
- Good understanding of website content management systems and basic web editing.
- Ability to analyse engagement data and use insights to improve communications and reach.
- Strong interpersonal skills, able to work collaboratively with colleagues and external partners to gather content and stories.
- Ability to work flexibly across creative, administrative, and communications tasks.

Essential Personal Attributes

- Creative, imaginative, and visually aware with a strong interest in storytelling and design.
- Proactive and self-motivated, with the ability to take initiative and work independently.
- Highly organised, with the ability to manage competing deadlines and priorities.
- Confident communicator, able to engage with a wide range of stakeholders and participants.
- Collaborative and team-oriented, with a positive and supportive approach to working with others.
- Adaptable and flexible, comfortable working across different types of tasks and outputs.
- Enthusiastic about the mission and values of SoundLincs and the impact of creative arts in communities.

- Calm under pressure, with a solutions-focused approach to challenges.

Desirable Experience and Knowledge

- Experience of working in arts, culture, education, or health-related communications.
- Experience of producing annual reports, impact reports, or evaluation publications.
- Experience of video editing, animation, or motion graphics (Adobe Premiere Pro / After Effects).
- Experience of email marketing platforms (e.g. Mailchimp or similar).
- Experience of website management (e.g. Wix).
- Experience of working on fundraising campaigns or donor communications.
- Understanding of social impact measurement or evaluation reporting.
- Experience of photography or visual content creation for organisational use.
- Full UK driving licence and access to a vehicle (if required for events or site visits).

4. Application Procedure

To apply, please complete and return the enclosed application form along with your supporting information to shelley@soundlincs.org.

The closing date for applications is **10:00am on Wednesday 3rd June 2026**. Applications received after this time may not be considered.

When completing your application, please ensure your supporting information is written with reference to the job description and person specification. We ask that you limit your supporting information to a maximum of two A4 pages.

5. Selection Process

Shortlisted candidates will be invited for interview on **Thursday 11th June 2026**.