

Freelance Role: Marketing & Communications Lead

Recruitment Information

About Soundwave

Soundwave is a grassroots music programme for young and emerging musicians in Dumfries and Galloway. Our JAM sessions, youth-led events, recordings, releases and equipment projects create practical routes into making music, collaborating and taking creative ideas further. The programme is informal, participant-led and rooted in DIY culture. It is designed to be welcoming to people who may not see themselves reflected in more conventional music spaces, including neurodivergent and LGBTQIA+ young people.

During 2026–27, we will deliver 23 JAM sessions, support five youth-led events and the creation of five recorded tracks, and develop an instrument library.

About Make/Change Collective

Make/Change Collective CIC uses creativity, play and collective action to help people respond to rural challenges. We work in ways that value justice, shared sufficiency, local knowledge and the contribution of people who are often pushed to the edges. Soundwave is delivered with Studio Moffat and regional partners.

Our approach to Fair Work

We want freelance work with Soundwave to offer effective voice, respect, security, opportunity and fulfilment. We will be clear about scope, fees and decision-making; pay agreed invoices promptly; pay for required work beyond delivery; provide appropriate support and access adjustments; and create a route for freelancers to raise concerns without going through the person who directly manages their work. We will review working arrangements with the team during the programme.

How selection will work

- Selection will use the published essential criteria for each role. We will ask applicants for the same role the same core questions and keep a brief written record of decisions.
- We particularly welcome applications from people under-represented in the music and cultural sectors and from people with knowledge of rural Dumfries and Galloway.

Job Information

Fee: £25/hour

Time Commitment: Approximately four hours a week, agreed flexibly around activity. Any additional hours must be agreed in advance.

Duration: Initial 12-month contract, with potential to extend subject to funding and mutual agreement.

Location: Remote or based in Dumfries and Galloway, with agreed attendance at selected activities.

Main contact: Creative Director.

Works with: Participants, mentors, Operations Manager and partners.

About the Role

We're looking for a freelance creative with a feel for grassroots marketing to help tell Soundwave's story. This role is about amplifying youth voices, growing our reach and keeping our identity bold, real and community-rooted.

You'll work with our existing brand and agreed communications priorities to create social media content, posters, event promotion and occasional printed or longer-form material. You'll also support participants who choose to help make content or tell their own stories.

This is a small role of around four hours a week, so the focus will be agreed with the Creative Director. We are looking for someone who can spot what will make the greatest difference, work independently and say early when the available time will not cover everything requested.

Key Responsibilities

- Plan and create content for agreed social media platforms, mailing lists and local listings.
- Promote Soundwave JAMs, events, opportunities, recordings, releases and other creative work.
- Create clear, accessible digital and printed materials using Soundwave's existing identity.
- Co-create content with participants who choose to be involved, helping them tell their own stories without taking over their voice.
- Gather and use photographs, video, audio, quotes and stories in line with Soundwave's consent, safeguarding and copyright procedures.
- Share approved behind-the-scenes moments, track previews and work in progress.
- Build useful relationships with local partners, community pages and media outlets.

- Keep simple records of approved assets and permissions, and track a small number of useful results.
- Flag consent, safeguarding, accuracy or reputational concerns before anything is published.
- Agree priorities with the Creative Director and communicate early when requests exceed the available hours.

Routine monitoring outside agreed working time is not expected. Event attendance, substantial additional campaigns and any other work beyond the agreed hours must be agreed in advance and will be paid separately.

What We're Looking For

Essential

- Experience of creating and publishing content for social media, email, web or print. This may come from paid work, freelance practice, volunteering, community activity or personal projects.
- A creative communicator who can write in a warm, direct and informal voice without losing clarity or accuracy.
- Good visual judgement and confidence using existing branding and templates.
- Experience with one or more of the following: Canva or similar design tools, short-form video, photography, audio editing or zine-making.
- Ability to organise and prioritise work within a small weekly allocation.
- Experience of working respectfully with young people in a participatory way.
- An understanding of consent, safeguarding, privacy, copyright and accessible communication, or willingness to learn and follow Soundwave's procedures.
- Reliable, self-directed, and comfortable working as part of a small freelance team.
- Commitment to inclusion, youth voice, grassroots culture and Soundwave's values.
- PVG scheme membership for work with children, or willingness to join and complete the required disclosure process before beginning the role.

Desirable

- Knowledge of creative, youth or community networks in Dumfries and Galloway.
- Experience of or interest in DIY and grassroots marketing, including zine-making.
- Experience of event promotion, local media or audience development.
- Ability to support other people in telling their own stories.
- Understanding of the barriers facing rural, neurodivergent and LGBTQIA+ young people.

We know that no one ticks every box. If you're excited about the role but do not meet every desirable criterion, we still encourage you to apply. We're committed to building a team that reflects a wide range of experiences and identities, and we value potential, enthusiasm and lived experience alongside formal or professional experience.

Safeguarding

This role includes direct work with participants under 18 and requires PVG scheme membership for work with children. Appointment is subject to the successful applicant being eligible for PVG membership and Make/Change Collective receiving the appropriate Level 2 disclosure before the role begins.

Make/Change Collective will arrange the required process and provide a safeguarding induction. The successful applicant must follow our safeguarding, consent and reporting procedures at all times.

Working with us

- All required meetings, induction, agreed reporting and training will be paid.
- Reasonable, pre-agreed travel and other necessary expenses will be reimbursed.
- We will agree priorities, availability and workload openly. You will have a named contact for day-to-day support and a separate route for raising concerns or providing feedback.
- We will provide reasonable adjustments throughout recruitment and the contract. You can ask for the information or selection process in another format.
- The successful applicant will receive a written freelance agreement covering the work, fees, payment dates, additional hours, cancellation, expenses, confidentiality, data protection, intellectual property, safeguarding, complaints and termination.

How to apply

Please send us:

- a short statement of no more than two sides of A4 explaining why you are interested in the role and how your experience relates to the essential criteria
- two or three examples of relevant work, where available
- your contact details.

Instead of a written statement, you are welcome to send an audio or video response of up to three minutes. We will assess what you tell us, not the production quality.

Please send your application to hello@makechange.scot by 5pm on Friday 23 October 2026.

We will shortlist applications on Monday 26 October and expect to hold informal conversations with shortlisted applicants between Tuesday 3 and Friday 6 November. We aim to communicate our decision by Monday 9 November.

The role will begin during November, subject to completion of the required PVG process.

If you would like an informal conversation about the role, or need the information or application process in another format, please contact Emily Major on emily@makechange.scot.