



key changes

Promoting positive mental health through music

Music Industry Partnerships & Support Volunteer

We are seeking a volunteer with established experience in the music industry who can help us strengthen relationships, partnerships, and philanthropic support from across the sector.

This is a strategic, relationship-focused volunteer role suited to someone who understands how the music industry operates and has previously helped secure sponsorship, partnerships, gifts, pro bono support, or in-kind contributions for a good cause.

Why This Is a Volunteer Role

Key Changes is a small charity with national reach. Our resources are prioritised towards delivering frontline music mentoring in hospitals and communities.

At this stage, we do not have funding for a dedicated paid industry partnerships role. We are therefore seeking someone willing to contribute their expertise on a voluntary basis.

We would genuinely value and respect the time, insight, and connections offered. Expectations will be proportionate and flexible.

About the Role

Key Changes delivers award-winning, recovery-focused music mentoring programmes in hospitals and community settings for people experiencing mental health challenges.

We are looking for someone who can contribute their industry knowledge, networks, and credibility to help us:

- Build meaningful relationships with music industry stakeholders
- Increase sector-based sponsorship and philanthropic support
- Develop mutually beneficial partnerships
- Strengthen our visibility within the music ecosystem



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This is not a full-time fundraising position. It is a flexible volunteer role where you can contribute strategically and practically, in a way that fits alongside your existing commitments.

Our Track Record

We have a strong history of support from across the music sector. Supporters and partners have included:

- **Warp Records**
- **Band on the Wall**
- **Pirate Studios**
- **Richer Sounds**
- **BTS ARMY** (community-led fundraising support)
- **Beatport**

These relationships demonstrate the relevance of our work to the industry and provide a credible foundation to build upon.

What You Will Be Doing

Depending on your availability and interests, this may include:

1. Industry Relationship Development

- Identifying relevant labels, publishers, management companies, promoters, venues, festivals, studios, and music service providers.
- Making introductions where appropriate.
- Advising on positioning and approach.

2. Sponsorship & Partnership Support

- Supporting the development of sponsorship offers tailored to the music sector.
- Helping shape partnership proposals and pitch materials.
- Advising on how to structure in-kind support (studio time, equipment, pro bono services, event space, artist involvement, etc.).

Key Changes: Positive Mental Health Through Music Ltd.

Green Fish Resource Centre, 46-50 Oldham Street, Manchester M4 1LE

Tel: 0330 174 1989 E: info@keychanges.org.uk

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3. Philanthropic & Sector Giving

- Identifying opportunities for industry-led donations, gifts, or corporate giving.
- Supporting conversations with potential ambassadors or supporters.
- Advising on approaches to trusts, foundations, or music-related charitable funds (where relevant).

4. Events & Industry Engagement

- Supporting industry engagement around concerts, showcases, open mics, or special events.
- Helping position Key Changes within music conferences, panels, or sector networks where appropriate.

5. Strategic Insight

- Advising the leadership team on how best to engage the music industry sustainably and ethically.
- Providing realistic guidance about expectations, positioning, and messaging.

Who We Are Looking For

This role is best suited to someone who:

- Has direct experience working within the music industry (e.g. label, publishing, live, management, studio, promotion, music services, etc.).
- Can demonstrate previous success in securing sponsorship, partnerships, pro bono support, or industry backing for a charitable or social cause.
- Has an existing network or strong understanding of how to build one within the sector.
- Understands the commercial and reputational considerations of industry partners.
- Is comfortable making introductions or opening conversations where appropriate.
- Has strong written and verbal communication skills.
- Is aligned with our trauma-informed, recovery-focused approach to mental health.

This is not an entry-level industry experience role. We are specifically seeking someone who can bring relevant experience and insight.

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Time Commitment

- Flexible and agreed collaboratively.
- Likely to involve occasional meetings (online or in person) and agreed actions between meetings.
- We will agree a realistic level of involvement that respects the voluntary nature of the role.
- The role can include involvement with our projects and services where there is an interest in attending sessions or providing support

What Difference Will You Make?

Music plays a powerful role in recovery from mental illness. It can support emotional expression, skill-building, confidence, communication, and self-esteem — while contributing to reduced symptoms and relapse.

Founded in 2003 by patients at Highgate Mental Health Centre in North London, Key Changes has grown from a single hospital workshop into a national charity operating across Manchester, Birmingham, London, and Brighton — supporting over 5,000 people each year.

Our work includes:

- Studio sessions and mentoring in hospitals and community settings
- Volunteering, peer mentoring, and progression pathways
- A record label for artists with lived experience
- Concerts and open mics in healthcare and community environments

All programmes are co-produced with participants and delivered by specially trained musicians and industry professionals.

Your involvement could help unlock sustainable industry partnerships that strengthen and expand this work.



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Before You Apply

Please include:

- A brief outline of your music industry background.
- Specific examples of partnerships, sponsorships, or support you have helped secure.
- One realistic suggestion for how you might support Key Changes in developing music industry backing.

We operate a rolling application process. Shortlisted applicants will be invited to an informal online conversation.

How to Apply

Please send your CV and a short covering letter to:
volunteer@keychanges.org.uk