



## FUTURE YARD ROLE + RESPONSIBILITIES

<b>Job title:</b>	FUTURE YARD MARKETING OFFICER - PROJECTS
<b>Job Purpose:</b>	<p>To market Future Yard's wider projects and activities, covering training programmes, studios offer, artist-focused content, special (non-live) events, community-focused events, core bar offer and weddings/hires. This will involve use of social media, email marketing and print to ensure that all projects are well promoted.</p> <p>To undertake your responsibilities in a manner consistent with Future Yard's <a href="#">Mission + Values</a> (link).</p>
<b>Reporting to:</b>	Christopher Torpey (Future Yard Director / Marketing)
<b>Terms and Hours of Work:</b>	<p>Full Time (40hrs per week), Permanent</p> <p>Work pattern;</p> <ul style="list-style-type: none"><li>- Minimum of 3x days per week office-based (on prescribed days). Work tasks on remaining 2x days can be done remotely if preferred.</li><li>- Occasional work on evenings and weekends for specific events. Regular weekly hours can be shifted to accommodate these requirements.</li></ul>
<b>Salary:</b>	£22,672 p/annum

<p><b>Key Responsibilities:</b></p>	<p>Working in conjunction with the Marketing Officer for Live Events, you will ensure that all aspects of Future Yard’s activities and output are communicated warmly and professionally.</p> <p>You will be in charge of promoting all aspects of the Sound Check training programme, in conjunction with the delivery teams and partner organisations. This will include recruitment campaigns and capturing ongoing activity.</p> <p>You will be in charge of promoting all aspects of the Mosh Tots – Gigs For Kids live shows, in conjunction with the delivery team. This will include ticketing, artwork and announcement of individual shows; and managing a system to distribute free tickets to schools and local partners.</p> <p>You will be in charge of promoting all aspects of the New Noise Music Club music centre, in conjunction with the delivery teams and partner organisations. This will include recruitment campaigns and capturing ongoing activity.</p> <p>You will be in charge of promoting all aspects of the New Noise Club &lt;18 under-18 live shows, in conjunction with the delivery teams and partner organisations. This will include ticketing, artwork and announcement of individual shows; and managing a system to distribute free tickets to schools and local partners.</p> <p>You will be in charge of promoting Future Yard’s special events (non-live), in conjunction with the delivery teams and partner organisations. Including Crate craft beer + vinyl market, Banquet dining event, Wax + Gears sustainability event, etc. This will include ticketing, artwork and announcement/promotion of individual events.</p> <p>You will be in charge of promoting all aspects of Future Yard’s studios offer. This will include ongoing promotion of our hired rehearsal studios to artists in the local area. And will incorporate a campaign around the opening of several new artist studio spaces in 2024.</p> <p>You will work alongside the Future Yard For Artists team to promote all aspects of our PROPELLER artist development programme. This includes recruitment of new artists, promoting online and in-person events, promoting the weekly Open Mic songwriter workshops, and capturing/documenting ongoing activity.</p> <p>You will work alongside the Community team to promote and develop Future Yard’s Neighbourhood Campaign. This includes engaging with local community groups and individuals to promote Future Yard’s existing events and new Neighbourhood Programme. You will also assist in the distribution of free tickets (physical and virtual) in conjunction with partner organisations.</p>
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	<p>You will be in charge of the ongoing promotion of all aspects of Future Yard's core bar and kitchen offer. This will include regular comms, online and offline advertising and print around Future Yard as a space for hire for private events and parties.</p> <p>You will be in charge of the ongoing promotion of Future Yard's weddings and external hires offer. This will include regular comms advertising certain product lines, and increasing awareness of Future Yard as a space as a space that is more than just a live music venue.</p> <p>You will liaise with Future Yard's in-house teams to develop and coordinate these campaigns, working with them to ensure that the needs of each project are met and delivered on time.</p> <p>You will effectively utilise Future Yard's social media channels (Twitter, Instagram, Facebook, LinkedIn), email marketing, website CMS and print distribution teams to achieve all of these aims. You will be required to produce artwork using core FY templates on Adobe Creative Suite, within brand guidelines.</p> <p>You will manage a comms calendar to ensure that space is given to each to live project at relevant times, with particular priority around recruitment periods. This comms calendar will be run in conjunction with the Marketing Officer for Live Events to make sure that a balanced comms output is maintained across all Future Yard channels.</p> <p>On occasion, you may periodically take part in Future Yard's training programmes, sharing your skills with our Sound Check Crew, Promoter Collective and other programme groups.</p> <p>You will work alongside a Marketing Officer for Live Events and Future Yard's Marketing Director to ensure that all aspects of Future Yard's activity and output is communicated professionally and positively. You will be expected to participate in regular marketing team meetings to ensure that all of these objectives are being adhered to.</p> <p>You will be occasionally be required to work with a junior marketing assistant on rolling short term placements, specifically focusing their work on activities to help you achieve your project aims.</p> <p>This list is not exhaustive. You will from time to time be required to undertake tasks outside those described, in a manner which is reasonable.</p>
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