



FUTURE YARD

MARKETING MANAGER

RECRUITMENT PACK
SEPTEMBER 2025



ROLE SPECIFICATIONS

Title:

**MARKETING
MANAGER**

Department:

Audiences

Reporting to:

**Director of Audiences
(Christopher Torpey)**

Contract:

**Permanent, full time
(40 hours per week)**

Location:

**Future Yard, 75 Argyle Street,
Birkenhead, CH41 6AB**

Role description:

Future Yard are looking to appoint an experienced and creative marketing professional to a new position of Marketing Manager.

You will oversee and manage the marketing of Future Yard's varied live events, programmes and activities, with line management responsibility for two live events marketers. You will lead campaigns promoting Future Yard's training programmes, artist development initiatives, schools programmes, F+B offer and weddings/hires, ensuring sales and recruitment targets are met. This is a fantastic opportunity to help shape and deliver the marketing and communications strategy for one of the UK's most exciting new music organisations.

Working closely with our Director of Audiences, you will plan and deliver creative campaigns across social media, email, web, print and partnerships. You'll work alongside colleagues from across the organisation – from Skills + Learning to Community and Sustainability – to make sure our story is told brilliantly and consistently. You will also maintain a robust comms calendar and oversee the efficient use of our audience CRM.

Salary:

Anticipated starting salary £28,000 - £31,000 (depending on experience).

The role sits within Future Yard's Pay Band C (£26,208 - £35,360)

Work Pattern:

Minimum of 3x days per week office-based (on prescribed days). Work tasks on remaining 2x days can be done remotely if preferred.

Holidays:

25 days (pro rata) plus bank holidays.

As a member of the Future Yard family you will benefit from a range of bonuses, including: free entry to all Future Yard shows, training and social events, our cycle to work scheme, paid training, ongoing development opportunities and a brilliant range of staff discounts.

KEY RESPONSIBILITIES

- You will manage the effective communication of all Future Yard activities, ensuring that it is done warmly, professionally and with flair.
- You will line manage a Live Marketing Officer and a Marketing + Comms Assistant, ensuring that they complete all the necessary marketing and communication needed to promote Future Yard's live events programme. You will ensure that sales targets are monitored and met.
- You will be in charge of continuous campaigns promoting Future Yard's various skills + training programmes (Mosh Tots, Sound Check, New Noise, Band Clubs, Propeller and the new Schools programme), as well as Future Yard's Neighbourhood Campaign. These will be executed in conjunction with the various delivery teams. They will include recruitment campaigns and capturing ongoing activity.
- You will be in charge of promoting Future Yard's Sustainability Programme, in conjunction with the delivery team and Live Marketing Officer. This includes the Future Planet series of events (Wax + Gears, POP and Sustainable Travel Month), the launch and promotion of our Sustainability Roadmap, and the ongoing narrative around sustainability.
- You will also be in charge of continuous campaigns promoting: Future Yard's F+B offer; rehearsal studios; wedding hire packages; corporate hire packages.
- You will prioritise the timely and effective communication of core Future Yard strategy documents, including our Annual Impact Report. You may also be required to contribute to the creation of these documents.
- 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.
- You will effectively utilise Future Yard's social media channels, email marketing, website CMS and print distribution teams to achieve all of these aims. You may be required to produce artwork using core FY templates on Adobe Creative Suite, within brand guidelines.
- You will manage a comms calendar to ensure that space is given to each to live project at relevant times, and that a balanced comms output is maintained across all Future Yard channels.
- You will work alongside the wider Audiences team to promote Future Yard's Neighbourhood and Fundraising campaigns.
- You will manage the departmental budget, ensuring that all advertising (online and offline) is achieved within agreed budget parameters.
- You will ensure that all website content is up to date and optimised. You will track online analytics, and adjust campaigns accordingly based on the findings.
- You will manage Future Yard's Audience CRM, ensuring that data is collected and collated efficiently.
- You will contribute to and lead on executing an Audience Development Plan, ensuring that Future Yard understands its existing audience and identifies areas for improvement.
- On occasion, you may periodically take part in Future Yard's training programmes, sharing your skills with our Sound Check, New Noise and Promoter Collective participants, Propeller artists and other programme groups.
- You will be expected to lead regular marketing team meetings to ensure that all of these objectives are being adhered to and targets hit. You will also undertake regular one-to-one meetings as part of your line management duties.

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.

THE IDEAL CANDIDATE

We are looking for a creative and organised marketing and communications professional with several years of experience to undertake this role at an important time in our organisation's development. Ideally you will have relevant experience within the music/creative industries, although candidates with transferable and appropriate experience from other sectors are also encouraged to apply.

We are particularly interested in an individual who shares Future Yard's passion and vision, and who is/has:

- Demonstrable experience of planning and delivering successful marketing campaigns across multiple channels
- A strong understanding of social media, email marketing and web CMS
- Experience of managing budgets, schedules and targets
- Experience of running successful paid media campaigns, and a robust knowledge of the theory underpinning online advertising (in particular Google and Meta)
- Excellent copywriting and communication skills, with an ability to brilliantly articulate and present Future Yard's vision
- Strong organisational skills and the ability to manage multiple projects at once

You will be comfortable with managing multi channel campaigns, and will relish the opportunity to oversee all of Future Yard's varied output.

You will ensure that all promotional materials adhere to Future Yard's brand guidelines, and be a champion for ensuring these are kept up to date and fresh.

You will be at the heart of a small, passionate team working in a fast-paced environment. We are looking for someone with excellent organisational skills, who can manage and prioritise their workload independently, while communicating clearly and effectively with their team and colleagues.

You will be passionate about the positive role culture can play in people's lives and how it can bring communities together. You will share Future Yard's belief in the power of music as a transformational opportunity for Birkenhead, Wirral and Liverpool City Region.

You will be a well organised, disciplined self-starter.

Ideally you will have experience of managing a small team (though this is not essential, an appetite to do so is!) .

The post holder will be required to undergo an enhanced DBS check.

Representing Future Yard

As a member of our Leadership Team, you represent Future Yard both in your work and beyond. You are expected to uphold its values of inclusivity, creativity and community, ensuring that every interaction – whether on stage, in educational settings, or in daily life – reflects the ethos of Future Yard. Your actions, both online and offline, should positively contribute to the organisation's reputation, fostering an inspiring and welcoming environment for all. Read more about Future Yard's **Mission + Values**.

APPLICATION PROCESS

Deadline:

6th October 2025 (midnight)

Interview:

Friday 10th October 2025

**PLEASE CLICK HERE TO
SUBMIT YOUR APPLICATION**

Future Yard takes its safeguarding responsibilities to children and vulnerable adults very seriously and is committed to providing a safe environment for all who walk through our doors. We expect all our staff and volunteers to share this commitment.

Applications must be made via the application form linked below. You will be required to input your personal details and then asked to complete the required information.

You will be asked to upload a CV and personal statement detailing how you are the perfect fit for the role. We will also ask you to complete an anonymous Equal Opportunities questionnaire once you have submitted your application.

If you require any support with this process, please contact recruitment@futureyard.org.

FUTURE YARD



Future Yard is a non-profit community music venue at the heart of Birkenhead, in Wirral. Our mission is to utilise music as a transformational opportunity, based on the founding principle that *music can change the world*. In our case, this means improving the lives of local people and utilising music as a force for good in our town. We deliver a range of training, artist development and community programmes alongside our high quality live events. We are keen to work with people who share our vision of a dynamic, community music venue and are driven to deliver excellence.

This is a unique opportunity to join the team at one of the UK's most exciting new music organisations. Since fully opening in the summer of 2021, we have played host to artists such as Nadine Shah, Anna Calvi, Gruff Rhys, OMD, Doves, Black Country New Road, Everything Everything, English Teacher, The Zutons, Nubian Twist, Shame, Melt Yourself Down, Dry Cleaning, The Coral, Bodega and many more, with a programme encompassing the best

in contemporary alternative, jazz, electronic and experimental music.

Our [Annual Impact Report](#) provides a thorough overview of our work and priorities.

and watch this

SHORT FILM BY POWER TO CHANGE

