



FUTURE YARD

MARKETING + COMMS ASSISTANT

RECRUITMENT PACK
SEPTEMBER 2025



ROLE SPECIFICATIONS

Title:

**MARKETING
+ COMMS
ASSISTANT**

Department:

Audiences

Reporting to:

Marketing Manager

Contract:

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

Location:

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

Role description:

We are looking to appoint an enthusiastic, creative and organised individual to this exciting new role of **Marketing + Comms Assistant**.

In this exciting new development role, you will be closely linked to the live events programme, supporting the delivery of marketing campaigns that aim to increase awareness and grow audiences. You will assist with the sales, announcement and ticketing requirements for all Future Yard events, underpinning the promotional work done by the Marketing + Comms team — which you will be vital to. This includes overseeing all of our show announcements, managing ticketing platforms, creating and scheduling content for online and offline promo, and generally ensuring that Future Yard's event communications are timely, accurate and engaging.

This is a fantastic opportunity to put your passion for live events to use, and to develop your skills and experience as part of a supportive and creative team. You will work closely with the Live Marketing Officer and Marketing Manager to plan and deliver engaging campaigns, helping to drive audience attendance and engagement across all of Future Yard's live events, and occasionally on other aspects of Future Yard's programming.

We don't expect you to know everything already — we're looking for someone with great communication skills, a keen eye for detail, a love of promoting music and a willingness to learn.

Salary:

£26,208

This role is in Future Yard's Pay Band B [£26,208-£33,280]

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 be expected to oversee Future Yard's ticketing platforms to ensure that the systems are running correctly. This includes dealing with queries from customers, ensuring that all information is up to date, sending sales reports, creating and sharing private links for free and discounted tickets and managing ticket allocations.
- You will be in charge of announcing all Future Yard live shows, both in-house and external. This includes artwork creation/briefing and using Future Yard's social media channels to communicate them.
- You will liaise with Future Yard's in-house booking team, agents, artists and external promoters to announce these shows efficiently and with the high standards that are expected of a Future Yard show.
- You will ensure that all relevant third party listings sites are up to date with Future Yard shows, maximising awareness of FY's events programme across varied audiences.
- You may be expected to assist with the promotion of some events, including tasks as varied as social media promo, email marketing and distributing printed promotional materials.
- You will use an Audience CRM to manage efficient communication with ticket buyers, including sending pre- and post-show emails.
- You will ensure that all internal venue print is kept up to date. You will also assist with distributing relevant print material across Wirral and Liverpool, in accordance with the Print Distribution System managed by the Live Marketing Officer.
- On occasion, you may periodically take part in Future Yard's training programmes, sharing your skills with our Sound Check trainees, New Noise + Promoter Collective participants, and other programme groups.
- You will work alongside a Live Marketing Officer and Future Yard's Marketing Manager to ensure that all aspects of Future Yard's live events programme are 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.
- You may occasionally be required to assist with marketing campaigns on Future Yard's other projects, as necessary and if schedules allow.
- 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 an enthusiastic, self-starting individual at the start of their career to undertake this role. Ideally you will have some knowledge of marketing or music venues, although this is not essential. A love and knowledge of music is key.

We are particularly looking for an individual who shares Future Yard's values and is/has:

- A keen eye for design and detail, with basic experience of Canva or Adobe Creative Suite desirable
- Excellent communication skills and an ability to brilliantly articulate a love of music
- An understanding of social media and digital content creation
- An understanding of the live music landscape and a desire to learn more
- The ability to work accurately and confidently with data
- Strong organisational skills and the ability to manage multiple projects at once

You will have great team working skills, flexibility and an appetite to continually develop.

You will be at the heart of a small, passionate team working in a fast-paced environment. We are looking for someone with good 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.

A valid driving licence and access to a car would be desirable, but not essential.

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

Representing Future Yard

As a member of our 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 with customers or fellow staff members – 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:

Weds 15th/Thurs 16th 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, Nubiyah 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

