



**MUSIC
FOR
YOUTH**



**YOUNG LIVES
TRANSFORMED
THROUGH MUSIC**

SENIOR MARKETING OFFICER (MATERNITY COVER)





Senior Marketing Officer (Maternity Cover)

Job Description

Position:	Senior Marketing Officer (Maternity Cover)
Reports to:	Chief Executive
Location:	CBSO Centre, Berkley Street, Birmingham B1 2LF
Additional Information:	Flexible/hybrid working with requirement for a minimum of 1-2 days in the office per week as necessary. Some UK travel where required.

This is a fixed-term maternity cover contract for a minimum of 12 months, expected to run from June 2026 to July 2027.

Role Overview:

We are seeking a highly motivated and versatile Senior Marketing Officer to lead and maintain MFY's existing marketing and digital content strategies, while identifying opportunities for enhancement during the contract period. This role will see the creation, implementation, and management of impactful marketing campaigns, digital content, and engagement strategies.

Key Responsibilities:

Support a smooth transition by working closely with the postholder before and/or after their leave, ensuring continuity of marketing activity.

- **Digital Content Strategy:** Develop and execute a comprehensive digital content strategy aligned with MFY's mission and objectives. Lead the planning, creation, and distribution of engaging content across various digital platforms, ensuring consistency and resonance with our audience.
- **Marketing Leadership:** Take charge of MFY's marketing initiatives, encompassing campaigns, events, and brand positioning. Lead the development and implementation of innovative marketing strategies that amplify our impact and promote our programmes effectively.
- **Website Management:** Oversee the MFY website, ensuring it reflects our brand values, showcases engaging content, and optimises user experience. Collaborate with internal teams and external stakeholders to implement necessary enhancements and maintain high standards.

- **Social media & Online Engagement:** Lead our social media presence and online engagement strategies. Manage and curate content across multiple platforms, driving audience growth, engagement, and community building.
- **Campaign Development:** Develop and execute marketing campaigns from concept to delivery, coordinating cross-functional teams and external partners as necessary. Drive effective promotional efforts for events, programs, and initiatives.
- **Ticketing & Merchandise Sales:** Hold responsibility for delivering agreed ticket and merchandise sales targets across events. Oversee ticket sales performance, reporting and optimisation. Manage on-site merchandise sales operations, including staffing, stock control, POS systems, reconciliation and revenue maximisation.
- **Print & Programme Production:** Oversee the production of printed materials (including event programmes), managing the process from design briefing and print production through to delivery and distribution at sales points.
- **Analytics & Reporting:** Utilise analytics tools to track and measure the performance of marketing activities and digital content. Deliver regular reports with insights, identifying areas for improvement and opportunities for growth.
- **Team Collaboration:** Collaborate with internal teams, stakeholders, and external partners to ensure alignment and synergy across all marketing and digital content efforts.

Person Specification:

Essential

- Demonstrable experience in a marketing role with a strong emphasis on digital content creation, marketing strategy development, campaign execution, and delivering against ticket and/or merchandise sales targets within a charity, arts, or cultural sector.
- Proven experience managing ticket sales and/or on-site merchandise sales operations at live events, with accountability for revenue performance.
- Experience overseeing the production of printed materials (e.g. programmes), from design and print through to on-site distribution and sales.
- In-depth understanding of digital marketing, content creation, SEO, SEM, social media management, and website optimisation. Proficient in utilising various digital tools and analytics platforms.
- Proven leadership abilities, capable of guiding and motivating teams to achieve marketing and digital content goals. Strong project management and multitasking skills.
- Excellent written and verbal communication skills, with the ability to craft compelling content, communicate complex ideas effectively, and engage diverse audiences.
- Strategic mindset with the ability to think analytically and creatively, solve problems, and drive innovative marketing solutions.
- Collaborative attitude, fostering strong working relationships across departments and external partnerships.
- Able to demonstrate a creative approach to print and promotional material production and brand management.
- Track record of achieving targets by applying the results of monitoring and measurements, adapting marketing plans for continuous improvement

Desirable

- Professional qualification in marketing/digital marketing
- Knowledge of marketing strategies appropriate to arts education contexts, using the full marketing mix to appeal to diverse audiences
- Interest in music education and interest in a wide variety of music.
- Interest in the social and educational development of young people through music.
- Understanding referral networks.

This role is being recruited as maternity cover and is essential to ensuring continuity across MFY's marketing and digital content activity during this period.

Terms and Conditions

Contract:	Full-time, temporary.
Salary:	£30,000-£34,000 depending on experience
Pension:	Employer contribution of 8%
Probationary period:	Three months, with one week's notice, and thereafter the notice period will be approximately 28 days. Minimum of 8 weeks' notice required, should the maternity leave end earlier than anticipated.
Holidays:	25 days, plus statutory Bank Holidays and Christmas

The role will require occasional evening and weekend working for which time off in lieu is given.

It is a condition of employment that a satisfactory enhanced DBS disclosure will be required.

About Music for Youth

Our Vision is to be the spearhead of a vibrant, inclusive cultural movement where the brilliance of youth music inspires communities, enriches the nation's identity, and nurtures the next generation of creatives.

Our Mission is to develop, celebrate and unite the extraordinary talent of young musicians from every corner of the UK, creating a national stage that amplifies their voices and artistry.

We do this by providing opportunities, platforms, and support for young musicians to develop and showcase their talent, connect with peers, and shine on a national stage, ensuring their creativity is recognised, celebrated, and championed across the UK.

If you'd like to explore the role further, you're warmly invited to arrange a conversation with our CEO, who's happy to answer any questions you may have. phil@mfy.org.uk.

Learn more and apply

Application Process

To apply for the role, please submit:

1. Your CV
2. A cover letter (max 2 pages) detailing:

Why you are interested in this role.

What you would bring to the organisation.

Please send your application form and cover letter to recruitment@mfy.org.uk with the subject line: Application for Senior Marketing Officer vacancy.

Deadline for Applications: Wednesday 29th April 2026 at 12pm.

Interviews:

First round interviews will take place on Thursday 7th May 2026.

If you have any access needs or other practical questions, please email phil@mfy.org.uk.

