

OPPORTUNITY CALL OUT

UX & Community Strategist

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About Tourbook

Tourbook is a digital marketplace and community platform for the touring live-arts sector. Our mission is to unlock the transformative power of digital tools to support a thriving, sustainable touring arts ecology in the UK & Ireland.

We connect artists, programmers, venues, producers, and sector professionals through a shared space to **showcase, discover, and connect**.

Tourbook is run by **Tourbook CIC**.

Our core values:

- **Experiencing More** — we believe live cultural experiences are vital and transformative.
- **Working Smarter** — building practical, effective tools to support touring.
- **Welcoming Generously** — we support newcomers and encourage transparency.
- **Hosting Responsibly** — we maintain professional, sensitive, and honest community standards.
- **Operating Ethically** — we operate under a Community Interest Company model, with accountability built in.

Our small but passionate team includes experts in strategy, product development, and sector engagement.

Product Snapshot

Tourbook is a marketplace + directory + community platform for the touring live-arts sector:

- Users include programmers, venues, artists, producers, and service-providers.
- Core features: rich tour & venue profiles with media, technical specs, tour pitches; smart filters allowing discovery; messaging / connections; profile directories.
- Everything is free to use for now.
- Our vision: to make touring more transparent, efficient, and connected — particularly for underrepresented voices and smaller-scale promoters.

Why We're Hiring Now

Over time, our product has become **fully functional** and has a dedicated user base. But to grow sustainably, we need to raise the bar on:

- Consistency and scalability of our visual interface.
- A clear, compelling brand narrative and voice.
- Better user journeys — especially onboarding, feature discovery, and community engagement.
- Documented foundations (design system, content guidelines) that support future growth.

These hires will help us build a stronger base that supports our long-term product vision.

What We Need

We're seeking a **UX/Community Strategist** who combines strengths in **brand narrative, messaging, tone of voice, UX writing, and user engagement**. This is a hybrid role ideal for someone who loves joining the dots between **brand, user needs, onboarding, and product experience**.

You'll collaborate closely with our founders, development team, and Product Designer. We welcome applications from **individuals, collectives, or small studios** capable of delivering the required outcomes.

Brand Narrative & Messaging Framework

- Define a clear, compelling brand story.
- Develop core messages for our audience segments.
- Establish tone of voice guidelines and examples.

Website & Product Copy Refinement

- Rewrite key customer-facing pages for clarity, comprehension, and engagement.
- Support the Product Designer in aligning content with the new UI.

Product Journey Mapping (Onboarding + Feature Discovery)

- Audit current onboarding and engagement flows.
- Define improved user journeys and content touchpoints.
- Recommend in-product copy and messaging for improved feature uptake.

Content for User Education & Support

- Write/help shape user guides, tooltips, landing screens, and in-product microcopy.
- Optionally: advise on FAQs, help centre content, or templates for future support.

Community & Engagement Strategy

- Recommend strategies for driving activation, retention, and repeat visits.
- Identify touch-points where storytelling and encouragement improve the user experience.

Skills & Experience

We'd love to hear from you if you have a combination of:

- Strong background in brand storytelling, copywriting or content design.
- Experience designing or improving **user journeys** and **onboarding**.
- Understanding of **UX research**, user needs and behaviour.
- Content writing experience producing copy, microcopy, guides and educational content.
- Ability to translate brand principles into practical, scalable UX content.
- Comfortable collaborating with designers to ensure alignment between UI and messaging.

Bonus but not essential:

- Background understanding of live performance, performing arts and cultural product.
- Experience with community platforms, e-learning, or membership-style products.
- Confidence and fluency with collaboration tools such as Notion, Miro and Figma.
- Ability to facilitate lightweight user interviews or surveys.

Budget & Timescale

We intend for the project in this role to be carried out from Jan/Feb– April 2026.

The available budget for the this section of work would be £6,000–£8,000 (ex. VAT) depending on project approach, experience and deliverables.

Practicalities

- You'll be a **contractor**, not an employee.
- You will be working remotely and responsible for meeting timelines and delivery.
- **IP ownership:** all deliverables (design, copy, documentation) will remain with Tourbook CIC.
- Tourbook will require full access and ownership of files, product documentation and internal documentation produced during the work.
- You will work closely with our small internal team (founder-led) and the other contractor role.
- We value open communication, professionalism, and a collaborative mindset.
- Opportunity for ongoing content or community projects beyond this contract.

How to Apply

If you are interested in this opportunity, please **submit an Expression of Interest** form with the following information.

1. Which opportunity you are interested in, or both. (See below for Related Opportunities.)
2. An introduction to yourself, your work and why you're interested in this project.

3. Relevant examples of previous work, experience, copywriting or similar.
4. Your rate (day-rate or cost proposal) and your availability for the project period.
5. Client References/Testimonials if available

Related Opportunities

We are also looking for a **Product Designer (UI/UX & Design Systems)**. You and/or your team may propose delivering both contracted roles if you have multi-disciplinary capability.

Tourbook CIC is a Community Interest Company. Registered in Scotland. Company No. SC531007.

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