



**SONIC
FUTURES**

Procurement Opportunity:

Sonic Futures : Breakthrough

OVERVIEW

You will work alongside Generator's Head of Programmes and the Sonic Futures Project Manager to coach and mentor artists on the Sonic Futures : Breakthrough programme.

Working with release-ready artists on a full release campaign, you will give them the skills and knowledge required to independently release their own music, ensure all correct registrations are in place, access sync and publishing opportunities, and execute effective marketing plans.

This programme will form part of Sonic Futures, a major new multi-million-pound project, funded by TVCA to develop a thriving and sustainable local music scene across Tees Valley, and delivered by Generator and Tees Music Alliance. It will include ring-fenced funding for Tees Valley-based bands and artists to boost their careers alongside support for music education and plans to grow the region's festival scene.

OVERVIEW

Responsibilities include:

- Identifying suitable artists through your own networks as well as those who apply directly to Sonic Futures
- Giving each artist 12 hours of direct mentoring and 1:1 support
- Identifying and advising appropriate options for publishing, sync and distribution
- Working with the artist to build a full release campaign, including building their budget, identifying PR / video / press options, advising on playlist and blog opportunities
- Giving the artist a toolkit to enable them to operate independently once your mentoring ends
- Completion of all necessary funding paperwork with each artist

A successful candidate will have:

- Experience and passion for working in the music sector
- A proven track record in music management, artist management, publishing, etc
- A passion for the Tees Valley music scene
- A demonstrable network to assist artists

Contract length:

- Initial 12 month agreement, with the possibility of extension up to mid-2027.

ABOUT SONIC FUTURES

A thriving place needs a soundtrack.

Sonic Futures is a visionary, TVCA-funded programme dedicated to nurturing Tees Valley's next generation of musical talent while strengthening the region's musical infrastructure. By combining the expertise of Tees Music Alliance and Generator, Sonic Futures seeks to establish Tees Valley as a vibrant hub for music creativity.

With a focus on professional, organic, and sustainable growth, this initiative aims to empower local artists and industry professionals, fostering long-term success and cementing Tees Valley's role in shaping the future of music on both local and national stages.

Our mission is to create, develop and maintain a sustainable music industry in the North that ensures access for all.

We want to make noise here in Tees Valley, retain talent and develop powerful pathways into the industry, without the need to leave the area.

APPLICATIONS

**Expressions of interest should be sent to:
ceo@generator.org.uk**

Please use the subject line:
"PROCUREMENT: Sonic Futures : Breakthrough"
FAO Thomas Bagnall



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