

**GENERATOR**



Music Industry Intern  
**Recruitment Pack**

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# Introduction

Warner UK and longstanding regional talent development agency Generator have combined forces to create a landmark development opportunity in the North East. Alongside other industry development initiatives, this will be the catalyst for establishing music industry infrastructure in the region, to support and develop aspiring recording artists and music industry executives.

Bringing a passion for music and creative industries and based in Newcastle Upon-Tyne, you will work across Warner Music UK and Generator to develop your skills and support the North East's creatives. You will spend time at Warner Music UK's HQ in London, for 3 days per month across the duration of the internship, learning from multiple industry leaders. Day to day you will work on Generator's programmes - developing local talent, attending events, and supporting the team with social media activations.





## About Warner Music Group

As the home to Asylum, Atlantic, East West, Elektra, FFRR, Fueled by Ramen, Nonesuch, Parlophone, Rhino, Roadrunner, Sire, Warner Records, Warner Classics, and several other of the world's premier recording labels, Warner Music Group champions emerging artists and global superstars alike. And our renowned publishing company, Warner Chappell Music, represents genre-spanning songwriters and producers through a catalogue of more than one million copyrights worldwide.

Redefining what it means to be a music company in the 21st century, our consumer brands include trend-setters like UPROXX, Songkick, HipHopDX, and EMP. We're the home to WMX - the next generation services division that connects artists with fans and amplifies brands in creative, immersive, and engaging ways - and Alternative Distribution Alliance (ADA) - the ground-breaking global distribution company for independent artists and labels.

Together, we are **Warner Music Group:**  
**Music With Vision & Voice.**



# GENERATOR

## About Generator

A thriving place needs a soundtrack.

Music can be what brings people somewhere, and what keeps them there. It can be how we tell the world who we are and what we're about. It can be work, community and a sense of purpose and belonging. Too often the music industry is boxed off, treated either as a standalone attraction or something people do just for the love of it.

The reality is that music is an integral part of a successful economy, and for somewhere like the North East it is a fundamental pillar of our regional identity. Young people growing up in the North East deserve an accessible music industry on their doorstep. They deserve an industry which provides recognised pathways for artists, and sustainable careers around them - in production, in venues, in management, and in the dozens of other professions it takes to put a musician on tape or on the stage.

That's what Generator exists to build.

**Generator's mission is to create, develop and maintain a sustainable music industry in the North East that ensures access for all**

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



# Job Description

The internship will engage with different areas to gain experience and exposure across the breadth of the music industry.

## Be Creative

- Identify prospective regional talent for Generator to develop.
- Maintain a database of prospective talent and build lasting relationships with artists and their teams
- Help to plan and implement digital marketing campaigns across multiple channels including social media (Facebook, Instagram, TikTok), streaming platforms (Spotify, Apple Music, YouTube), CRM, and web

## Be Organised

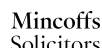
- Co-ordinate projects, working closely with internal and external marketing teams Manage storage and distribution of campaign assets, update campaign timelines, budgets, raising invoices, scheduling meetings, co-ordinating shoot/promo schedules
- Organise logistics for recording sessions, workshops and booking mixing/mastering
- Ensure production deadlines are effectively communicated Supply secure audio links as directed by line manager Communicate effectively with partner organisations
- Maintain a document that collates all training sessions with Warner
- Label copy collation and metadata input, ensure all credits are accurately uploaded to internal systems and ensure Artist approval on copy
- Assist with ad-hoc support requested by CEO and wider team

## Be in the know

- Be proficient in Adobe Photoshop / Canva or similar image editing software, TikTok edit suite, Instagram Reels tools, Soundcloud, and similar audio sharing sites
- Microsoft Word, Excel, PowerPoint / Keynote formatting and design
- Email newsletter design (Hubspot)

## Be Flexible

- Create digital assets for Generator marketing campaigns
- Where/when necessary, be present and support at events & workshops etc
- Be a point of contact for all Warner administration
- Manage the booking of artist/speaker travel/accommodation and any other duties as directed by the CEO / Line Management.



# Job Description

## Person Specification

- You're passionate about music and creative industries
- An interest in/understanding of the modern music industry, social media and streaming platforms
- Ability to liaise with stakeholders of various levels and build lasting relationships
- Strong written and verbal communication skills, excellent email etiquette
- A strong ability to problem-solve and use own initiative
- Excellent organisational skills, proven experience of working to strict deadlines
- Team player
- Thrive in a fast-paced and sometimes pressurised environment
- The ability to learn quickly and adapt to changing demands
- Committed and flexible
- Can manage and prioritise own workload, self-motivated and enthusiastic

## Terms & Conditions

Job Title	<b>Music Industry Intern</b>
Location / Office	Generator Third Floor Coronation Buildings 65 Quayside Newcastle Upon Tyne NE31DE  This is a hybrid role based in Newcastle Upon Tyne, it will require UK travel and overnight stays
Working Hours	30 hours / 4 days per week
Salary	£23,500 (£18,800)
Start Date:	Immediately, 6-month fixed contract





# Job Description

## Application Details

To apply for this role, attach your current CV and a cover letter (or equivalent video or other media) to [this form](#).

Within your cover letter, we ask for you to tell us:

- Who you are and what makes you the best candidate for the opportunity
- How do you meet the person specifications? Please include examples of your experiences
- Why do you feel a role like this is important for the North East?

Applications close 11.59pm on 27 January 2025. Interviews are expected to take place w/c 3 February 2025 at the Generator office.

Don't be discouraged if you don't hear from us right away. We're taking our time to review all resumes and to find the best people for this role.

## Inclusion & Diversity

WMG is committed to inclusion and diversity in all aspects of our business. We are proud to be an equal opportunity workplace and will evaluate qualified applicants without regard to race, religion or belief, age, sex, sexual orientation, gender, gender identity or gender reassignment, marital or civil partnership status, disability, pregnancy, childbirth or any other characteristic protected by law.

Applications from under-represented groups are encouraged. We would especially welcome applications from:

- Female, non-binary and other gender minority artists (in keeping with Generator's [Keychange Pledge](#))
- People who are d/Deaf, have a disability, learning difficulty, significant long-term health condition which affects their daily life or would describe themselves as neurodivergent
- People from a working-class background
- People from the African, South, East and South-East Asian, Middle East, Latinx or North African diaspora, or have experienced racism





**GENERATOR**



**WARNER  
MUSIC  
GROUP**