

GENERATOR

From Grassroots scenes to global stages, Generator is driving cultural and creative change across the North.

Recruitment Pack:

**MARKETING &
COMMUNICATIONS MANAGER**



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Generator is the North's leading music development organisation. Since 1991, we've been breaking barriers, building careers, and pushing boundaries. We don't just talk about the future – we create it. From grassroots scenes to global stages, we make sure talent from the North is heard, seen, and taken seriously on the world stage.

Working at Generator means being part of a small, ambitious team shaping the future of music and culture in the North. We're creative, collaborative, and driven by the belief that what we do makes a real difference.

From supporting new talent to delivering major events, every day is varied and full of purpose. If you're passionate about music, brimming with ideas, and ready to help us make change happen you'll feel right at home here.

“AT GENERATOR, WE BELIEVE TALENT IS EVERYWHERE – AND WE’RE DETERMINED TO MAKE SURE OPPORTUNITY IS TOO. WE’RE BUILDING A TEAM THAT’S NOT ONLY CREATIVE AND DRIVEN, BUT FEARLESS IN LEADING CHANGE FOR THE NORTH’S MUSIC AND CREATIVE INDUSTRIES.”

Mick Ross, CEO

WORKING WITH US

We're committed to making Generator a great place to work. Here's what you can expect as part of our team:

- Hybrid working – blend time in the office with time working from home.
- Flexible working hours – we value life outside of work too.
- 25 days annual leave plus bank holidays.
- Additional Christmas shutdown so you can rest and recharge.
- Regular team get-togethers and engagement days to connect and collaborate.
- Plenty of learning & development opportunities – we invest in your growth.
- Access to industry events and experiences – be part of the North's thriving music and creative scene.

OFFICE LOCATIONS

We work flexibly and often remotely, ensuring we stay connected wherever we are.

While our work takes us all over the North and beyond, our core bases are:

- **Newcastle Upon Tyne:** Live Theatre, 27–29 Broad Chare, Newcastle upon Tyne NE1 3DQ
- **Tees Valley:** Generator, Unit 12, The BIS, 13–17 Whitby St, Hartlepool TS24 7AD

THE VALUES

**INTEGRITY
IS NON-
NEGOTIABLE**

We're straight-talking, transparent, and committed to building a fairer, more accessible industry. We stand for inclusion, respect, and backing talent based on vision and drive - not background or connections.

GENERATOR

**THE
FUTURE
BELONGS
TO THOSE
WHO
THINK
DIFFER
ENTLY**

We champion new ideas, embrace diverse voices, and push boundaries to shape what's next for music, culture, and creative business in the North.

GENERATOR

**WE DON'T
WAIT FOR
CHANGE**

**WE
MAKE
IT**

Bold ideas, bold action, bold results. We take risks, challenge the status quo, and push the industry forward, ensuring the North leads, not follows.

GENERATOR

**PEOPLE
ARE
AT THE
HEART
OF
EVERY
THING
WE DO**

We invest in talent, nurture teams, and create real opportunities. By bringing the right people together, we build something bigger than ourselves - stronger businesses, stronger communities, and a stronger industry.

GENERATOR

WE LIVE BY

ROLE OVERVIEW

MARKETING & COMMUNICATIONS MANAGER

We're looking for an experienced Marketing & Communications Manager to help drive Generator's brand and projects forward.

This is a hands-on role for someone who knows how to plan and deliver impactful campaigns, create engaging content, and manage digital channels with confidence. You'll work closely with artists, partners, and our brilliant team to showcase the incredible talent and creative work happening across the North's music and cultural industries.

We're looking for someone who's already worked in a busy marketing and communications environment, who's skilled at juggling multiple projects and deadlines, and who can keep everything on-brand, on-message, and delivered to a high standard. From social posts and press releases to event coverage and creative storytelling, you'll play a vital part in making Generator's voice heard.

If you're passionate about music, culture, and creativity – and have the experience to hit the ground running – we'd love to hear from you.

JOB TITLE:	Marketing & Communications Manager
WORKING HOURS:	37.5 hours / 5 days Monday – Friday
SALARY:	£30,000
START DATE:	August 2025
REPORTS TO:	Head of Brand & Marketing
RESPONSIBLE FOR:	Coordinators, Freelancers, Contractors, and other external suppliers as required.

JOB DESCRIPTION

The Marketing & Communications Manager plays a vital hands-on role in delivering Generator's brand and communications activity day-to-day. Focused on practical delivery and high-quality output, this role plans, coordinates, and executes marketing campaigns, digital content, and communications across all channels to engage audiences and support Generator's programmes and brand.

Highly organised and skilled in project management, the postholder ensures that campaigns are delivered on time, on brand, and to a consistently high standard. They work at the heart of a fast-paced and rapidly changing environment, collaborating across Generator's teams to gather information, manage multiple simultaneous deadlines, and produce engaging content and materials.

With a strong understanding of the creative and production landscape, they ensure Generator's messaging is compelling, accurate, and aligned with the organisation's strategic vision, while maintaining meticulous attention to detail.

Reporting to the Head of Brand & Marketing, this role is responsible for coordinating day-to-day marketing activities, managing junior staff and freelancers, and contributing to monitoring and reporting on the impact of Generator's communications work. It is a delivery focused role, ensuring that Generator's ambitious brand and communications plans are successfully brought to life.

DUTIES + RESPONSIBILITIES

Marketing Campaign Delivery & Content Production

- Plan and deliver marketing and communications campaigns to promote Generator's programmes, events, and brand.
- Create and manage engaging written, visual, and digital content across all channels, ensuring consistency with brand guidelines.
- Design and produce assets using creative tools like Canva, and coordinate with freelancers and partners to deliver high-quality content.
- Manage digital channels including social media, website, and email newsletters, ensuring timely scheduling and publication.
- Coordinate the capture and production of content at events, working with creators and the wider team to ensure alignment and consistency.
- Ensure correct use of funder and partner credits across all marketing materials

Project Management & Coordination

- Oversee Generator's marketing project management system, maintaining workflows, timelines, and resource allocation to keep projects on track.
- Gather and coordinate information from internal teams, partners, and funders to meet marketing deadlines.
- Maintain an organised digital asset hub and archive for easy access and version control.
- Manage deadlines across multiple projects, ensuring high-quality output under tight timelines in a fast-paced environment.

Brand, Audience & Community Engagement

- Act as a brand guardian, ensuring consistent brand identity and tone across all outputs.
- Manage community engagement across digital channels, interacting with artists, creatives, and partners to build relationships and encourage participation.
- Monitor audience engagement and digital analytics, providing insights and recommendations for improvement.
- Contribute creative ideas for audience engagement and support the activation of strategic marketing plans set by the Head of Brand & Marketing.
- Keep up to date with marketing trends and tools to bring innovative approaches to Generator's work.

DUTIES + RESPONSIBILITIES

Monitoring, Reporting & Compliance

- Track and report on marketing performance, reach, and engagement metrics for internal and funder reporting.
- Ensure marketing activities comply with GDPR and other data protection regulations.

Team Management & General Responsibilities

- Line-manage the Marketing & Communications Coordinator, freelancers, and interns, providing clear direction and support.
- Support the Head of Brand & Marketing with planning, prioritisation, and resource management across the marketing function.
- Undertake any other duties as reasonably required to support the delivery of Generator's work.

PERSON SPECIFICATION

AREA	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> • Educated to Level 2 (GCSE or equivalent) in Maths and English 	<ul style="list-style-type: none"> • Business / Marketing / Project Management, or related, further or Higher Education
Experience	<ul style="list-style-type: none"> • Proven experience in programme coordination or project management • Passion for the music industry and Tees Valley region • Experience working independently and collaboratively within a team • Experience of working in a public facing environment 	<ul style="list-style-type: none"> • Experience of working in a business environment • Comfortable with public speaking
Skills or knowledge	<ul style="list-style-type: none"> • Minimum 3 years' experience in marketing, communications, or digital content roles. • Experience planning and delivering marketing campaigns. • Proven experience managing multiple projects and deadlines in a fast-paced environment. • Experience working with creative software such as Canva to produce digital assets. • Experience managing social media and digital channels day-to-day. • Experience coordinating information and working with multiple internal teams and external partners. • Experience managing or briefing freelancers, designers, or content creators. • Experience engaging directly with audiences or communities via digital channels. • Experience drafting press releases and handling media enquiries. 	<ul style="list-style-type: none"> • Experience working in the music, creative, or cultural industries. • Experience working in a charity, not-for-profit, or public sector environment • Experience managing junior staff, interns, or apprentices • Experience capturing and producing content at events (e.g. photography, live social posting).

AREA	ESSENTIAL	DESIRABLE
Personal Attributes	<ul style="list-style-type: none"> • Positive, proactive, and solution-focused. • Highly organised and detail-oriented. • Collaborative and team-oriented. • Flexible and adaptable. • Passionate about music, culture, and creativity. • Enthusiastic and able to bring energy to engaging audiences and communities. 	
Other Requirements	<ul style="list-style-type: none"> • Ability to attend events outside of standard working hours. • Ability to travel locally and occasionally nationally. • Willingness to represent Generator in a professional and confident manner at events. 	

HOW TO APPLY

**When applying, please use the email subject line:
Marketing and Communications Manager.**

Send your application to ceo@generator.org.uk, including:

- Your current CV
- A short video (maximum 2 minutes) answering the questions below

In your video, tell us:

- Who you are, and why you want to join Generator.
- What experience or skills make you the right fit for this role, with examples relating to the person specification where possible.

Please note: applications without a video attached will not be considered for this role.

If you have any access requirements or need reasonable adjustments to take part in the interview process, please let us know when you apply – we'll be happy to accommodate your needs.

**Applications close at 8am on Monday 28th July 2025.
Interviews will take place on Thursday 31st July 2025.**

If you're not a perfect match for every part of this job description but can demonstrate transferable skills and the passion to excel in this role, we still encourage you to apply. We appreciate your interest and will carefully review all applications to find the right person for this role.

INCLUSION & DIVERSITY

Applications from under-represented groups are encouraged. Generator recognises that particular groups, communities and identities are under-represented in our workforce and we are taking positive steps to address this.

As such we would love to hear from you if you:

- Identify as female, non-binary and other gender minority (in keeping with our Keychange Pledge)
- Are d/Deaf, have a disability, learning difficulty, significant long-term health condition which affects their daily life or would describe themselves as neurodivergent
- Are from a working-class background
- Are from the African, South, East and South-East Asian, Middle East, Latinx or North African diaspora, or have experienced racism

If you're unsure whether your experiences or identity would be considered under-represented, or if you'd like to discuss adjustments or support you might need in the application process – please feel free to contact us.

We're committed to creating an inclusive, accessible and supportive environment for everyone.