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**THE
GREAT
NORTH**

CREATIVE

TVCA

Tees Valley
Mayor



**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY

METROMAYOR
LIVERPOOL CITY REGION



**North East
Mayoral**
Strategic Authority

Kim McGuinness
North East
Mayor



West
Yorkshire
Combined
Authority

Tracy
Brabin
Mayor of
West Yorkshire

Head of Northern Music Export Office

**NORTHERN MUSIC
EXPORT OFFICE**

The North of England's Global Sound

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the



team

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Head of Northern Music Export Office

About The Northern Music Export Office

Powered by Generator, the Northern Music Export Office (NMEO) is a pan-regional music export initiative designed to accelerate the global reach of talent and music businesses from the North of England.

Through a combination of investment, advocacy, industry connections and tailored support, NMEO helps Northern talent build sustainable careers while strengthening the wider regional music ecosystem.

[Northern Music Export Office](#)

Introduction

The Northern Music Export Office (NMEO) is looking for a strategic, well-connected Head of Office to lead the initiative and its delivery.

Reporting to the Generator CEO, the Head of Office will hold senior responsibility for NMEO's programmes, budget, team and reputation, acting as a key point of accountability for Combined Authorities, funders, partners and the wider music industry.

NMEO is part of Great North Creative, a pan-regional collaboration of Mayors, Combined Authorities, Arts Council England, Public Service Broadcasters and other key stakeholders, working to recalibrate the creative industries economy and drive growth and opportunity across the North.

As a collaborative initiative bringing together multiple regional and industry partners, the Head of Office will be central to building strong relationships, navigating different priorities and maintaining alignment around NMEO's shared ambitions.

In dialogue with the Generator CEO and NMEO Strategic Steering Group, you will set the strategic direction for NMEO's programmes, lead and develop the team delivering them, and represent NMEO at the highest level with partners, funders and international industry contacts. You'll balance strategic leadership with effective operational oversight, ensuring the office runs efficiently, funding is deployed effectively and impact is clearly evidenced.

This role suits an experienced music industry or arts sector leader with a track record of managing teams, budgets and complex multi-stakeholder relationships. We also welcome candidates from wider backgrounds, including grant funding, public investment, international development or national programmes, where they can demonstrate strong strategic leadership, an international outlook and an understanding of how to build and deliver ambitious partnerships. A genuine commitment to growing opportunities for Northern talent on the international stage is essential.

Key Responsibilities

Strategic Leadership

- Lead NMEO's strategic direction, in line with the objectives agreed with the Combined Authorities / MSAs, Strategic Steering Group and Generator CEO, and aligned with the wider ambitions of Great North Creative.
- Lead the development and delivery of NMEO's business plan, ensuring alignment with funder priorities and sector need.
- Identify and pursue new funding, partnership and investment opportunities to extend NMEO's reach and long-term sustainability.
- Represent NMEO's strategic interests in discussions around future music and creative industry investment.

Partnership & Stakeholder Management

- Act as NMEO's principal relationship holder with the Combined Authorities, chairing or leading Strategic Steering Group meetings and reporting on progress and impact.
- Build and maintain relationships with national bodies (e.g. Arts Council England, PRS Foundation, DCMS and UK Music), alongside international bodies, industry networks and key contacts.
- Represent NMEO at showcase festivals, industry conferences and public forums, championing Northern artists, professionals and music businesses.
- Share spokesperson responsibilities with Generator's CEO, representing NMEO across media, press and other public-facing contexts.

Programme & Financial Oversight

- Hold overall responsibility for NMEO's funding programmes, ensuring grant processes are robust, fair and well governed.
- Own NMEO's budget, ensuring effective financial management, forecasting and reporting to the CEO and funders.
- Ensure programme impact is rigorously evidenced, overseeing monitoring, evaluation and reporting to Combined Authorities and other funders.
- Ensure all activity meets funder compliance, governance and data protection requirements.

Team Leadership

- Line manage the NMEO Creative Producer and Senior Creative Producer, providing clear direction, support and development.
- Build a high-performing, values-led team culture, briefing and managing freelancers or contractors as required.
- Ensure the team has the resources, tools and clarity needed to deliver day-to-day operations effectively.

General

- Ensure all activity complies with GDPR and data protection requirements.
- Keep up to date with export funding, marketing trends and tools relevant to the music industry.
- Undertake any other duties reasonably required to support the delivery of NMEO's work.

Person Specification

Essential	
Sector Leadership	Significant experience in a senior role within the music industry, arts and culture, export, public investment, international development or a related sector, with a strong track record of strategic leadership. Knowledge and experience of public funding is essential.
Music & Export	Strong understanding of the UK music industry and the opportunities and challenges involved in developing international markets for artists and music businesses, with an international outlook and the ability to quickly build knowledge and networks across priority territories.
Stakeholder & Partnership Management	Proven track record of building and managing complex relationships with public funders, government bodies, Combined Authorities and/or strategic partners, and representing an organisation or initiative at a senior level.
Financial & Programme Management	Experience managing significant budgets, funding programmes and reporting requirements, including monitoring and evaluation. Experience of working with grant programmes and subsidy requirements is also essential.
Team Leadership	Experience managing and developing staff, with the ability to set direction and build team capability.
Communication & Advocacy	Excellent written and verbal communication skills, with confidence representing NMEO publicly, in the media and at industry events, and the cultural awareness, sensitivity and adaptability to operate effectively across different international markets and contexts.

Person Specification

Desirable
Existing network of contacts across UK and international showcase festivals, funders and industry bodies.
Experience working within or alongside a Combined Authority, local enterprise partnership or public funding body.
Understanding of the specific challenges facing artists and music businesses in the North of England.
Experience of organisational growth, fundraising or income diversification.

Contract Details

Working Hours	Full time (flexible/hybrid working available)
Salary	45,000 - 50,000 dependant on experience
Contract	Fixed term - 2 years with potential to extend
Location	Hybrid and pan-Northern. The Northern Music Export Office has an operational base in Tees Valley, with regular working from this base alongside activity across participating Northern regions in the North East and West Yorkshire. The role will require regular regional, national and international travel.
Reports to	CEO (Generator)
Responsible for	Senior Creative Producer (Export), and any additional NMEO staff, freelancers or contractors

How to apply

Please submit:

- **A current CV** outlining your relevant experience and career history.
- **A covering letter (maximum two pages)** setting out why you are interested in leading the Northern Music Export Office and how your experience meets the key requirements of the role. We would particularly like to understand your experience of strategic leadership, public funding and stakeholder management, alongside your knowledge of the UK and international music landscape.
- Send submission email to toceo@generator.org.uk with the subject line: 'Head of Northern Music Export Office'

We want our recruitment process to be accessible and inclusive. If you require any reasonable adjustments during the application or interview process, or would benefit from submitting your application in an alternative format, please let us know and we will be happy to discuss how we can support you.

Shortlisted candidates will be invited to a panel interview, with representation from Generator, our Combined Authority partners and the NMEO Strategic Steering Group.

Further details on the interview process, including whether interviews will take place in person or online, and any additional stages will be shared with shortlisted candidates.

Key Dates:

- **Applications open:** Tuesday 8 September
- **Applications close:** 9am Wednesday 30 September
- **Interviews:** w/c 5 October
- **Preferred start date:** 1 November

Please let us know within your application if you anticipate any issues with the above dates.

Inclusion & Diversity

NMEO and Generator are committed to building a team and sector that reflects the diversity of the North. Applications are particularly encouraged from candidates who are currently under-represented in the music industry, including those from working-class backgrounds, global majority communities, and those who are d/Deaf, disabled or neurodivergent. Please get in touch if you'd like to discuss any access requirements or adjustments to the application process.

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.

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