

**GENERATOR**

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

**Recruitment Pack:**

**SONIC FUTURES  
MARKETING & COMMUNICATIONS  
COORDINATOR**



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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

## About Sonic Futures

Powered by Generator, Sonic Futures is an ambitious project funded by the Tees Valley Combined Authority and Arts Council England.

We're building a dynamic, inclusive music ecosystem that nurtures local talent and puts Tees Valley on the map as a hub for music innovation and creativity.

We believe in a future where artists, venues, and studios thrive together. By investing in talent, developing new opportunities, and growing the festival scene, we're creating an environment that's about more than music - it's about careers, connections, and a sustainable cultural economy.

# Introduction

## **Sonic Futures is on the lookout for a Marketing & Communications Coordinator to help deliver our project within Tees Valley.**

Sonic Futures is a major multi-million-pound initiative funded by Tees Valley Combined Authority and Arts Council England, designed to build a thriving, sustainable music scene across Tees Valley. The project includes dedicated funding for Tees Valley-based bands and artists to develop their careers, alongside support for music education and plans to grow the region's festival landscape.

Working across the project's strands, the ideal candidate will bring coordination and/or project management experience, excellent organisational and multitasking skills, and a genuine passion for both the music industry and the Tees Valley region.

We're looking for someone flexible, ambitious, and well-connected locally, who will thrive in a fast-paced creative environment as part of a small but mighty team. In return, we offer a supportive, flexible, and creative workplace, where you'll join a passionate team dedicated to making a real difference.

# 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. (pro rata)
- 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:**

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

# 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 COORDINATOR

**We're looking for an experienced Marketing & Communications Coordinator to help support Generator's Sonic Futures programme across Tees Valley, helping connect communities, artists, industry professionals and partners with the opportunities we're creating in the region.**

This is a hands-on, audience-focused role centred on building a vibrant community, growing our reach, and telling the story of Sonic Futures with clarity, energy and authenticity. You'll help make sure the work happening on the ground is visible, understood and celebrated – capturing real moments, elevating local voices, and turning programme activity into content that resonates.

Working closely with the Marketing Manager and Content Creator, you'll coordinate the day-to-day delivery of our digital marketing strategy, manage live coverage at events, and support PR activity to ensure our work lands across Tees Valley and beyond.

Fast-paced, community-first and rooted in the North – this role exists to ensure Sonic Futures has a bold, consistent and growing presence, and that the people we serve see themselves reflected in the story we're telling.

<b>JOB TITLE:</b>	Marketing & Communications Coordinator
<b>WORKING HOURS:</b>	22.5 Hours / 3 days per week
<b>SALARY:</b>	£25,000 per annum (pro rata: £15,000)
<b>START DATE:</b>	January 2026
<b>REPORTS TO:</b>	Marketing & Communications Manager / Sonic Futures Project Manager
<b>BASED:</b>	Tees Valley
<b>CONTRACT:</b>	Fixed 12-month contract from start date (TBD), with potential to extend up to April 2027.



# DUTIES + RESPONSIBILITIES

## **Audience & Community Engagement**

- Build and grow an engaged Sonic Futures audience across Tees Valley, ensuring communities feel seen, involved and connected to the programme.
- Act as an on-the-ground presence across events, workshops and community spaces, gathering stories, voices and insights that shape our content and comms.
- Develop trusted relationships with young people, creatives, community organisations and partners, ensuring the programme remains embedded and relevant.
- Identify powerful stories, standout moments and emerging talent to feed into social content, newsletters, News & Views and PR.
- Champion and support the grassroots music economy, building relationships with local artists, venues and organisations.

## **Content Creation, Social Delivery & PR Support**

- Coordinate the day-to-day delivery of the Sonic Futures social media strategy, ensuring consistent, high-quality posts across all platforms.
- Create content using templates and write engaging stories that capture the energy and authenticity of the work happening across the region.
- Capture live event content, including interviews, behind-the-scenes footage and quick-turnaround social moments – and help build a growing bank of creative assets.
- Support PR activity, including gathering information for press releases, drafting short notes, and liaising with regional media and partners.
- Maintain consistent brand voice, messaging and funder credits across all content
- Manage website content and programme roll outs to ensure timely, engaging, and accurate online representation of Sonic Futures.
- Contributing to monthly News & Views articles, sharing programme updates, stories and insights.

# DUTIES + RESPONSIBILITIES

## **Marketing Coordination & Newsletter Delivery**

- Manage the Sonic Futures newsletter, including drafting copy, gathering stories and insights and building a growing, engaged subscriber base.
- Support the Marketing Manager with weekly planning, timelines, content calendars and delivery check-ins.
- Maintain a well-organised content archive, media library and version control across assets.

## **Monitoring, Insights & Reporting**

- Track audience growth, engagement and channel performance across social and newsletter platforms.
- Feed into internal and funder reporting, using data and stories to demonstrate impact and reach.
- Highlight trends, learnings and community insights that help refine our approach.

# PERSON SPECIFICATION

AREA	ESSENTIAL	DESIRABLE
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience creating social media content (for a project, organisation, freelance work or personal creative practice).</li> <li>• Experience engaging with creative communities, artists, or cultural organisations in any capacity (voluntary, freelance, paid, or community-driven).</li> <li>• Experience capturing content such as short-form video, photography or reels at events, sessions or creative activity.</li> <li>• Experience using Canva or similar design tools to create simple assets.</li> <li>• Experience managing day-to-day tasks in a fast-moving environment, whether in employment, freelance work or project-based settings.</li> <li>• Experience communicating confidently with a range of people – artists, creatives, partners, or the public.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience supporting PR work (e.g. gathering stories, drafting quotes, coordinating information).</li> <li>• Experience contributing to social media plans or content calendars.</li> <li>• Experience working in a music, cultural, arts or creative environment.</li> <li>• Experience using newsletter or email marketing platforms.</li> <li>• Experience working or volunteering on creative events, activations or cultural programmes.</li> </ul>
<b>Skills and knowledge</b>	<ul style="list-style-type: none"> <li>• Strong understanding of social media platforms, digital trends and audience engagement.</li> <li>• Confident with Canva and basic video/photo editing tools.</li> <li>• Strong written and verbal communication skills, with the ability to tell stories clearly, accessibly and in line with Generator's tone of voice.</li> <li>• Highly organised with strong attention to detail.</li> <li>• Ability to build positive relationships with artists, creatives, partners and regional stakeholders.</li> <li>• Understanding of consistent brand voice, tone and messaging across channels.</li> </ul>	<ul style="list-style-type: none"> <li>• Familiarity with social and newsletter analytics, and how to use insights to refine content.</li> <li>• Basic photography or filming skills.</li> <li>• Understanding of PR processes or media engagement.</li> </ul>

AREA	ESSENTIAL	DESIRABLE
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Positive, proactive and confident engaging with creative communities.</li> <li>• Highly organised, reliable and comfortable working at pace.</li> <li>• Collaborative, approachable and able to represent Generator professionally.</li> <li>• Passionate about music, culture, creativity and amplifying Northern stories.</li> <li>• Curious, creative and motivated to find and share compelling stories from across Tees Valley.</li> </ul>	
<b>Other Requirements</b>	<ul style="list-style-type: none"> <li>• Ability to travel regularly across Tees Valley, with occasional travel to Generator HQ in Newcastle.</li> <li>• Willingness to attend events outside standard working hours.</li> </ul>	<ul style="list-style-type: none"> <li>• Full UK driving licence with access to own vehicle.</li> </ul>

# HOW TO APPLY

**When applying, please use the email subject line:  
Sonic Futures Marketing and Communications Coordinator.**

**Send your application to [recruitment@generator.org.uk](mailto:recruitment@generator.org.uk), including:**

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

**In your video, tell us:**

- Who you are, and why you want to join Generator.
- One or two examples of your experience or skills that 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, 12th January 2026.  
Interviews will take place w/c 12<sup>th</sup> January 2026**

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.