

# YOUNG AMBASSADOR

POWERED BY

**GENERATOR**



# CONTENTS.



- 3**      About Generator
- 4**      Young Ambassadors
- 5-6**    What's in it for you?
- 7**      Who are we looking for?
- 8**      Inclusion & Diversity.
- 9**      How to Apply.



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.

Collaborating with Generator means being part of a small, ambitious group 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





# GENERATOR'S YOUNG AMBASSADORS

The Generator's Young Ambassadors programme is your chance to shape the future of music while gaining invaluable experience, skills, and connections. We're looking for passionate 18–25-year-olds who are ready to step up, get creative, and bring fresh ideas to the table.

## WHAT'S IT ALL ABOUT?

As a Young Ambassador, you'll play a key role in shaping Generator's programmes and events. You'll work alongside like-minded creatives and industry professionals, helping to create meaningful change in the music scene.

What You'll Be Doing:

**Shape the Future:** Share your ideas to help design Generator's events and programmes.

**Make Connections:** Collaborate with industry pros, creatives, and your peers.

**Bring Your Ideas to Life:** Work on exciting projects that reflect your passion for music.





# WHAT'S IN IT FOR YOU?

This isn't just a youth board, its an opportunity to gain more experience and give you a deeper understanding of the music industry.

**Professional Development:** Learn directly from industry pros

**CV Boosting Potential:** Showcase your skills and creativity while building a portfolio of work.

**Youth Voice & Influence:** Share your perspective, represent young people and help shape Generator's project, events and opportunities.

**Skill Building:** Develop confidence, leadership and communication skills.

**Supportive Environment:** Be part of a team of young people who share your interests, ideas and passion for music.

## PAST COHORTS HAVE SHAPED & CONTRIBUTED TO:

- Mercury Prize Fringe events
- Generator Live Conference
- Music Futures Conference
- Generator Programmes such as the Independent Artist Blueprint





**“BEING PART OF THE  
YOUNG AMBASSADORS  
PROGRAMME HAS  
CONNECTED ME WITH SO  
MANY INSPIRING PEOPLE  
FROM ACROSS THE  
NORTHERN CREATIVE  
INDUSTRY.**

**I’VE GAINED VALUABLE  
INSIGHTS INTO HOW THE  
INDUSTRY WORKS BEHIND  
THE SCENES AND HAD THE  
CHANCE TO EXCHANGE  
IDEAS WITH OTHER YOUNG  
CREATIVES”**

**SANDRA**  
**2025 - YOUNG AMBASSADORS**





# WHO ARE WE LOOKING FOR?

We're looking for passionate individuals aged 18-25, who live in the North East and Tees Valley, love grassroots music, and want to generate meaningful change in the music industry. If this sounds like you, we'd love to hear from you.

# WHAT'S THE COMMITMENT?

**Attend monthly evening sessions** with other Young Ambassadors at Generator HQ in Newcastle across 9 months.

**Collaborate** with the team and share your passion for the local music scene.

**Be open** to learning and sharing ideas.

**Our Sessions will take place 18:00 - 19:30 on the following dates of each month (subject to change)**

- Thursday 26th March
- Thursday 30th April
- Thursday 28th May
- Thursday 25th June
- Thursday 30th July
- Thursday 27th August
- Thursday 24th September
- Thursday 29th October
- Thursday 29th November

**Location:** 27-29 Broad Chare, Newcastle upon Tyne NE1 3DQ





# 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.



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Musicians**



**riD** ferdinand  
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# HOW TO APPLY:

Please apply via [this form](#).

**Submit a short video or audio clip (1–2 minutes) OR a written application (up to 500 words) telling us:**

- A bit about your background, hobbies, and interests
- What excites you most about the music industry
- Your biggest influences and favourite music genres
- Why you think you'd be a great fit for Generator's Young Ambassadors
- What you'd love to gain from this programme and how you'd contribute to the team
- And just for fun: The best gig or concert you've ever been to and why?

**Deadline to apply is 23:59 on Sunday 15th February**

Please note: We appreciate that getting to and from meetings may be a long distance for some people. We can support the cost of travel to attend our in person meetings.