

GENERATOR

APPLICATION PACK

CHIEF EXECUTIVE OFFICER

JANUARY 2020

WELCOME TO GENERATOR

GENERATOR

Established over 25 years ago, Generator is passionate about building and supporting communities in both the Music and Digital sectors.

Following the mass disruption and digital transformation of the music industry, Generator saw an opportunity to apply the same level of support to other industries and is now working extensively in the creative and digital sectors, providing invaluable assistance and advice to support individuals and businesses of all sizes leading to sector growth and success. This includes utilising extensive experience to offer a range of services including business growth programmes and specialised events through **three distinct strands**:

GENERATOR

Generator applies innovative business strategies to aid sector growth by outlining a pathway that can take you and your business from garage to global. This includes our Digital Bootcamp for graduates and career changers looking to pursue careers in the digital sector, masterclasses aimed at business leaders and team members leading to both professional development and business expansion, and our Supply Chain North East programme, which includes our fully-funded Business Coaching.

DIGITAL
UNION

POWERED BY GENERATOR

Digital Union seeks to build, represent, and lead the North East digital cluster and has become the largest collective of creative digital and tech businesses in the region enabling collaboration, business development opportunities, and knowledge exchange between members. By continuing to grow the community, we aim to make the service greater and the influence stronger. It is Digital Union and its members that inform the services that Generator offer and ensure they are right for the sectors we serve.

TIPPING
POINT
POWERED
BY GENERATOR

Tipping Point is the UK's leading music development agency at the core of the North East music sector and the beacon for popular music in all genre forms. The talent development programme provides emerging artists wanting to build their credibility and further understand the complexities of the industry while exposing them to the music industry at all levels. We also have various programmes to help bring music to people who wouldn't ordinarily have access. In addition, every year we run a multi-venue festival, Tipping Point Live, showcasing the North East's best new and emerging talent.

OUR VISION

GENERATOR

Generator is passionate about building and supporting communities in both the music and creative digital and tech sectors.

It is our aim to unify, support and strengthen these sectors and we work in an open, accessible and inclusive way to achieve this.

We are committed to providing true value to anyone who wants to access our support.

By remaining ahead of the curve in programme development, we are leaders in our field.

To maintain this we will strive to deliver excellent and innovative work with our partners and associates, achieving the highest standards possible.

To fulfil our aims and achieve our goals we aim to be regionally-focused and nationally facing.



OUR VISION

GENERATOR

Tipping Point

We aim to be at the core of the North East music sector and be the beacon for popular music in all genre forms.

We aim to build on existing partnerships and forge new relationships to build on the strong reputation Generator has enjoyed since 1991.

We aim to remain an attractive proposition for funders, music businesses and the Creatives that make the music sector tick.

Our programmes have always been ahead of the curve and we aim to build partnerships across the whole of the music industry to ensure that we continue to be best in class.

We are committed to sharing our knowledge and networks with all those who seek our advice and guidance which we aim to be always on point, relevant and useful.

We aim to cement our position as the UK's Leading Music Development Agency.



OUR VISION

GENERATOR

Digital Union

We aim to be the most significant organisation for bringing together and representing the SME community in the Creative Digital and Tech sector in the North East.

By continuing to grow the community, we aim to make the service greater and the influence stronger.

We are committed to representing the community to ensure its voice is both heard and considered.

We believe that collaboration, knowledge exchange and best practice between Digital Union members are the keys to strength and we will encourage this through every opportunity we can.

By achieving all of this, DU will cement its' position as a leading and influential body that campaigns and advises policy makers on the continual growth of the sector.



OUR IMPACT

GENERATOR

In the last 10 years Generator has produced 3 European Regional Development Fund programmes and is currently in partnership with RTC North, NE Automotive Alliance and NE Process Industries Cluster for a 4th.

The total project value of these programmes has been **£4.5 Million**

Over 50 Digital Union events have been held since 2017, which include masterclasses, meetups, breakfast networking, summer and Christmas parties, and more.

Digital Union has over **120 Members, Friends and Sponsors**

Whilst working with Generator on a 12 month development programme, Jake Houlsby has achieved **4 million streams and secured a synch on a Ford Fiesta advert.**

These programmes have resulted in investment of **over £2 Million pounds** of European funding in the Creative sector of the North East of England

This has resulted in support for **over 1,000 Creative and Digital Business**, many of which have experienced significant growth

Between 2017-18, we supported **90 young people** from harder-to-engage backgrounds, and **60% of young people have achieved positive music business progression** as a result of being involved with Tipping Point

Annually, Tipping Point supports between **750 and 800 music creators including opportunities for over 50 artists to appear at our annual festival, Tipping Point Live**

OUR IMPACT

GENERATOR

Tipping Point

"It's always great to be involved with projects that champion and support emerging artists, and that keep the focus on the stages of renowned local music venues. Not only can artists benefit from the exposure of the festival, but the preceding conference is sure to also offer some vital industry advice and connections." -

Kelly Wood, Live Performance Official at Musicians' Union



"The work Generator does in the North-East should be a benchmark for all regions and every event we've attended so far has been interesting, insightful, engaging and, most importantly, useful for artists and industry alike." - **Simon Pursehouse, Director of Music Services at Sentric Music**

Digital Union



"Digital Union has given us access to a great network and loads of events including masterclasses and more casual socials to meet people in the industry and the region. They have given us a voice – a voice to influencers and a voice to the council through the One Region, One Sector, One Statement piece. We have also won a few referrals and opportunities to tender through the network as well." - **Dylan Mckee, Co-Founder of Nebula Labs**



"As a small studio, being a part of Digital Union is really important. It has given us wider exposure in terms of recruitment and being able to share some of our success stories, where we ordinarily wouldn't have this wider network." - **Sarah Tempest, Co-Founder of Altogether Creative**

OUR ORGANISATION

GENERATOR

Our operational team includes a range of experts across the music and digital industries, alongside marketing, finance and admin support.

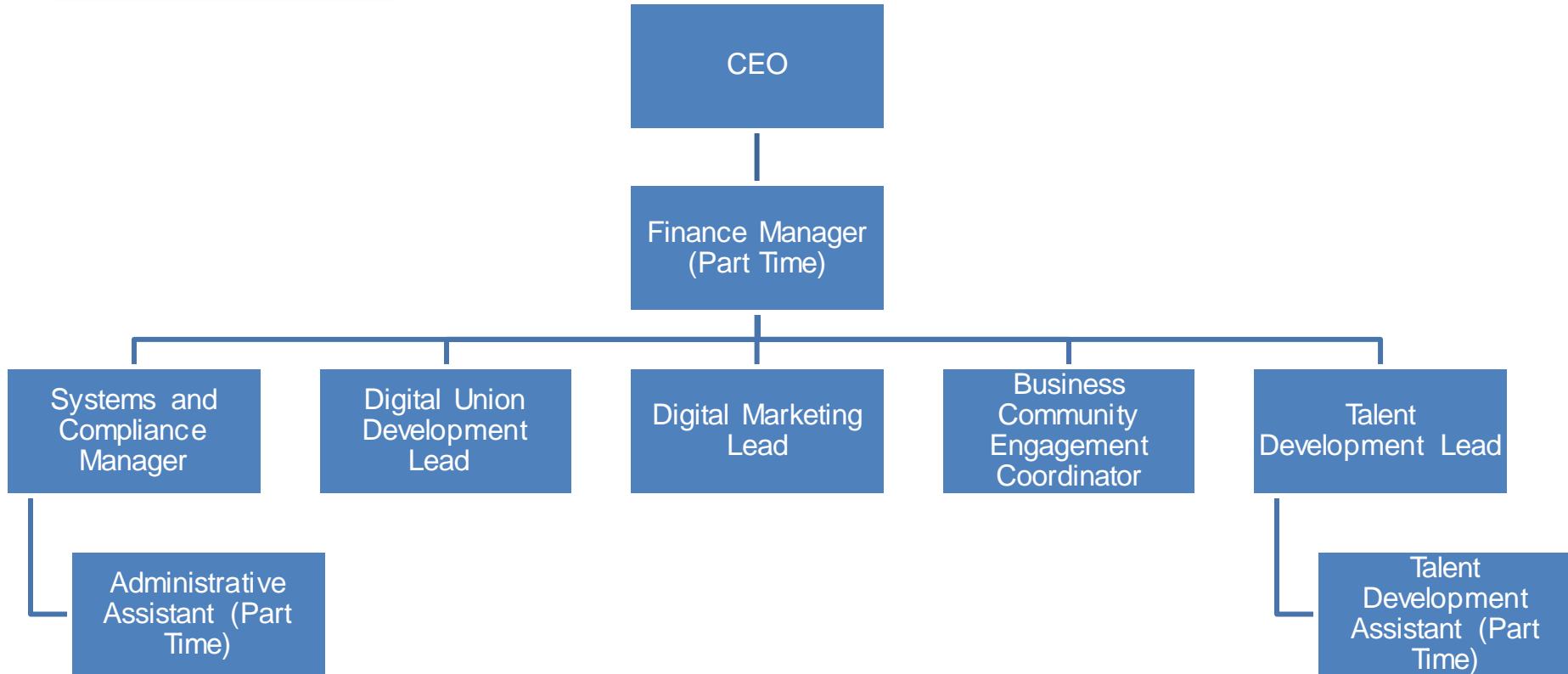
Generator has a supportive, collaborative culture – our team work together to deliver impactful, meaningful results across the business. Generator is a very friendly and enjoyable place to work with a tight-knit team who adopt a flexible working approach, open to new suggestions, growth strategies, and project ideas.

Outwards facing, Generator is approachable, responsive, and engaged with the communities we represent (tech, creative digital and music). We work to stay at the forefront of the changing dynamics within company culture – for example, we released our #NEquality Charter at the beginning of 2019, developed to help make us all more accountable for the businesses we run and where we want to take them.



OUR ORGANISATION

GENERATOR



Board Members

- Chair, Stuart Birkett
- Dave Cross
- Prof. Roy Sandbach
- Catherine Johns
- Kari Owers
- Jason Leggett
- David Haley
- Stephen Slater

WHO WE ARE SEEKING

GENERATOR

A note from our Chair, Stuart Birkett

Generator is seeking a new chief executive!

Jobs like this really don't come along very often. It's an overworked cliché, but in this instance, it absolutely is a 'rare opportunity', as it's a decade since Jim Mawdsley took the reins.

Under Jim's stewardship, Generator has enhanced its national reputation in the music industry while also establishing itself as a significant regional and national force supporting and championing the creative and digital industries.

This is no normal job, so if you're looking for a steady 9-to-5 number, please look elsewhere. If, however, you are creative, entrepreneurial, great at managing people and have a track record of looking after the finances, then this might just be the job for you!

We need a chief executive who can keep up the momentum, working closely with our funding partners and customers, but who can also seek-out and deliver on new projects and initiatives that help and support the diverse groups that are close to our heart in the music, creative and digital sectors.

Once you've had a good read through this and other supporting documents, if you need any further information or would like an informal chat, please don't hesitate to give me a call.

WHO WE ARE SEEKING

GENERATOR

Key skills, attributes, and values:

- The CEO will demonstrate a track record of strong leadership of a creative organisation.
- They will be passionate about the creative industries and understand the economic drivers behind them.
- They will have experience of accessing funding that can be invested in programmes and the clients we serve.
- Ideally, they will understand the priorities of a mix of funding organisations (in particular, Arts Council England) as well as Local Authorities and Local Enterprise Partnerships.
- They will have the ability to devise clear strategies both for the organisation and the clients / sectors we work for.
- The CEO of Generator must have strong communication skills, will be a comfortable public speaker and be able to translate that voice into written communications.
- Possess sound financial management skills and are comfortable with both producing and understanding complex financial reports.



THE ROLE

GENERATOR

JOB DESCRIPTION

Job Title Chief Executive Officer

This post is part-funded by the European Regional Development Fund (ERDF) 20014-20

Location Generator, Cluny Annex
36 Lime Street
Ouseburn Valley
Newcastle upon Tyne
NE1 2PQ

Working Hours 35 hours Mon - Fri (the nature of the role means that some working outside of these hours will be required).

Salary c. £50,000

Reports to Chair and Board

Responsible for All staff and activities of Generator

Purpose
To be an effective, inspirational, motivational and inclusive leader
To support, champion and grow the music, creative and digital sectors and those within them
To ensure that Generator thrives and remains in a healthy financial position
To maintain and develop existing and new sources of public and grant funding
To maintain and develop existing and new sources of commercial funding
To have responsibility for all strands of the organisation (managerial and decision-making)
Devise and deliver strategy in relation to organisational growth and direction
Establish and develop beneficial regional, national and sector partnerships

Key Relationships Generator is proud to be the only music-focused Arts Council England National Portfolio Organisation in Newcastle-upon-Tyne.

Generator is key operator in the region and therefore this role requires effective collaboration with a range of organisations including NELEP, ERDF, PRSF, RTC, NEAA, and NEPIC.

JOB DESCRIPTION

GENERATOR

To lead the creation and implementation of the vision and strategy of Generator with support from the Board and Team

Management

Provide day-to-day management and support and leadership to Generator's staff

Receive and review regular reports from Managers

Ensure Generator meets or exceeds the minimum legal standards required with regard to Health and Safety, insurance and all other statutory, legal or contractual requirements

Be responsible for, and where necessary participate, in matters of Human Resources including recruitment, disciplinary and grievance procedures, staff appraisals and reviews, identifying training needs and ensuring CPD

Lead on and advise in relation to the recruitment of Board members.

Budgetary

Overall responsibility for organisation budget (annual budgets, profit and loss, cashflow)

Produce and update annually a three-year strategy for the organisation

Work closely with the finance staff and Board finance committee

Work with finance staff to ensure that all relevant financial returns are made to schedule

Appraise the Board of any financial risks or implications arising

Facilitate Board consideration and approval of annual budget.

Compliance and Reporting

Ultimate responsible for all organisational reporting

Devise and monitor robust reporting procedure for all staff

Coordinate quarterly Board meetings where any new strategies and programmes of work are presented in addition to alert the Board of any irregularities in programme delivery or finance, and any exposure of the company to risk

Coordinate and comment on monthly financial reporting to Board members

Communications

Work closely with the Generator team to build brand awareness of the organisation

To advise on and approve any marketing and communications strategy

Actively participate in representing the organisation and sectors to the media

JOB DESCRIPTION

GENERATOR

To devise strategy and policies for the organisation

Present strategy and policy proposals to the Board for their consideration

Instigate research initiatives for the music sector and the CDIs

Approve new programme and funding applications and budgets before submission, while ensuring they are strategically aligned and also approved by the Board

Represent the commercial music sector and the wider commercial creative industries, lobbying where relevant on its behalf

Represent the sector, industry and organisation at appropriate regional and national levels and be an advocate for the work of Generator and the North East Sectors

Attend relevant conferences and meetings that will advance research, policy and planning for the sector, industry and organisation

Seek, and be alert to, all relevant issues affecting the sector, industry and organisation and initiate representations to identify discuss and lobby

Ensure that the organisation works with other agencies in providing consistent and inclusive representation of the sector, industry and organisation

Participate in the strategic promotion sector, industry and organisation in the media

Ensure that Generator plays a very active part in encouraging participation in the sector and its programmes from under-represented groups

To be available to participate in the programme of work and other initiatives when appropriate

To be available to undertake any other duty necessitated by circumstances, or requested by the Board, to ensure the organisation functions effectively and serves stakeholders to the best of its ability.

To oversee staff in generating income above and beyond public funds

Investigate new opportunities available to the organisation to generate commercial income

Set and pursue staff and organisational targets in relation commercial income

Ensure resources are applied to commercial projects delivering, or capable of delivering, the greatest revenue and those that align with other programmes

HOW TO APPLY

GENERATOR

Send your CV with a covering letter to ceoapplication@generator.org.uk

For an informal and confidential discussion with our Chair of the board Stuart Birkett, please call (0)7970 820234

CLOSING DATE:

Wednesday 5th February 2020

INTERVIEWS:

Friday 14th February 2020

Shortlisted candidates will be informed by Friday 7th February, and will be invited to share their vision for Generator at interview, by delivering a short 10 minute presentation on '*How I would bring Generator's Vision to life*'.

Reasonable travel expenses will be paid to candidates selected for interview upon the submission of receipts and based on the equivalent of advance rail fares.