

A photograph of three young people standing in a hallway with vibrant neon lighting. On the left, a woman with bright red curly hair wears a black leather jacket and black pants. In the center, a man with short dark hair wears a brown jacket and black pants. On the right, a woman with red hair wears a brown jacket and light-colored pants. The hallway walls are lined with vertical neon tubes in shades of blue, purple, and pink. The floor is dark and reflective.

YOUTH MUSIC

NextGen Community Producer
RECRUITMENT PACK
JUNE 2024

ABOUT YOUTH MUSIC

We're the leading UK charity equalising access to music for young people across the country.

Every year we support 100,000 people in music by fundraising and investing over £10m into vital grassroots organisations and exciting young creatives who are shaping the future of the music industries.

Over 25 years we have built industry-leading expertise and insights that enable us to tackle the biggest barriers children and young people face to make, learn and earn in music.

Find out more about our work on the [**Youth Music Website**](#) and read more about our funding programmes on the [**Youth Music Network**](#).



Every year we partner with over ***500*** music projects, reaching over ***100,000*** young people.

Play the two minute video above to find out more.



95% of attendees in 2023 told us that the Youth Music Awards is helping to build a more diverse and inclusive music industry.

WHAT WE DO

Distribute Funding

As a national foundation our core work is giving grants to other charities, arts venues, youth clubs, nurseries, music businesses (and more), to run projects that support young people to make, learn or earn in music.

Campaign

Using our evidence and insights we campaign alongside young people to equalise access to music.

Fundraise

The money we distribute is fundraised from the lottery, corporate partnerships and campaigns like [Give a Gig](#).

Youth Music Awards

Every year we celebrate the most forward-thinking projects and people making, learning and earning in music. This helps engage industry partners in our work.

NextGen Community

We support young creatives aspiring to build and work in the music industries of the future by offering access to funding, paid opportunities and industry connections.

INFLUENCE

Our evidence and impact enables us to powerfully advocate for systemic change and raise more funding for the sector.

INSIGHTS

Our unique national view of the grassroots music landscape provides a wealth of data enabling us to make strategic investments in high impact projects.

YOUTH MUSIC

OUR MODEL

INVESTMENT

We know where and how to invest our funds, reaching around 100,000 young people each year who would otherwise miss out.

INFRASTRUCTURE

Over 20+ years we've built up a national grassroots infrastructure that ensures the future of music is more creative, more diverse and more inclusive.

OUR VALUES

Bold

Leading change means taking informed risks, however uncomfortable.

Responsive

Like the young people we work with, we're constantly growing and open-minded.

Inclusive

We take a proactive and leading approach to Inclusion, Diversity, Equality and Accessibility.

Trusting

The biggest impact will come from collaborating with and enabling others.

Enterprising

We think creatively and act dynamically.

OUR STRATEGIC FRAMEWORK 2023-2026

Outcome 1

Equalise access and outcomes for children and young people by investing in creative opportunities for those facing the biggest barriers.

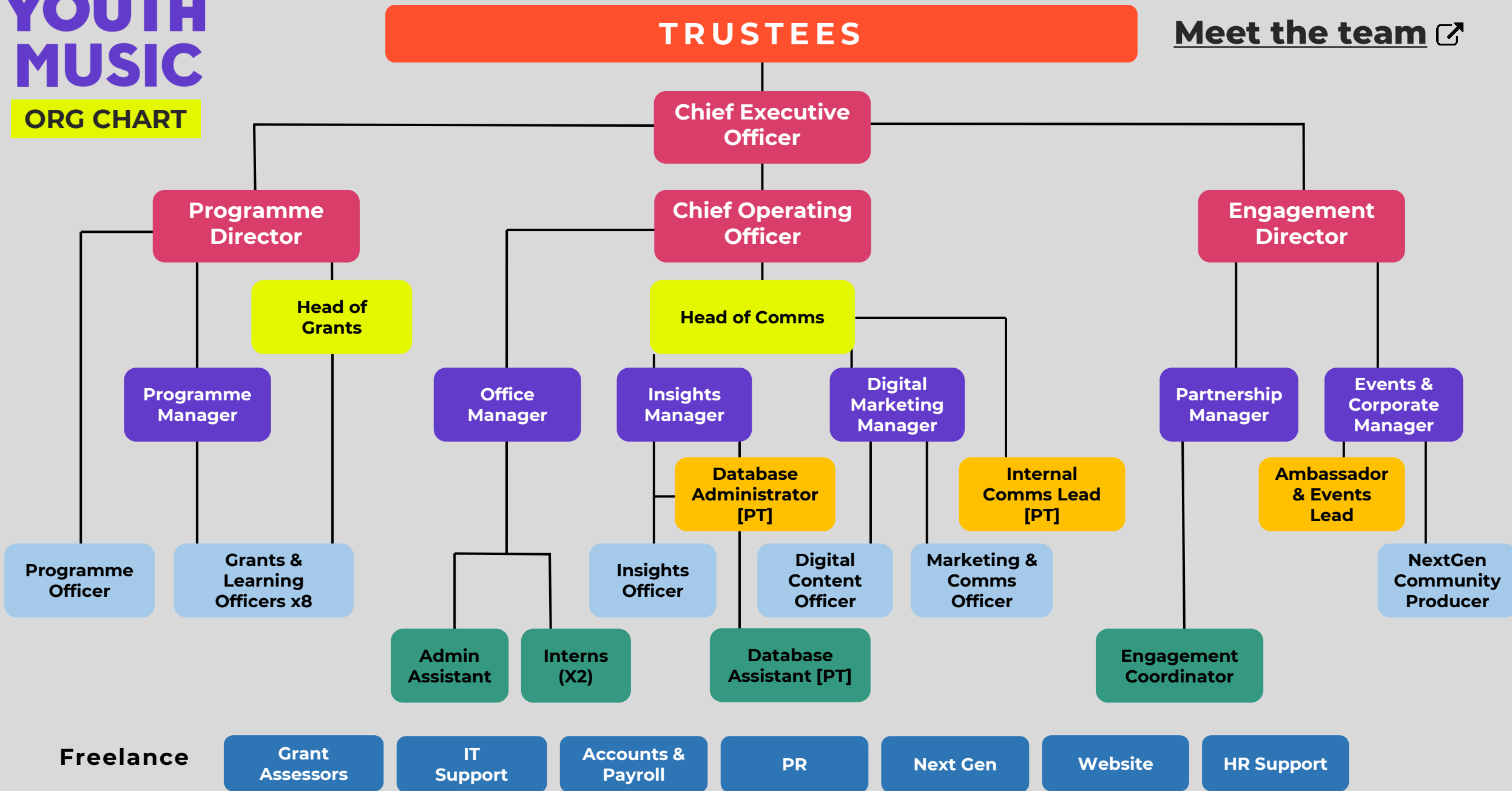
Outcome 2

Empower projects and professionals to survive and thrive by supporting the national grassroots infrastructure to grow and develop.

Outcome 3

Inspire change amongst the creative ecosystem by collaborating with those who share our vision for a more inclusive future.

Read more about our work in our latest [Impact Report](#)





COMMITMENT TO DIVERSITY & EQUAL OPPORTUNITIES

- Youth Music is an equal opportunity and Living Wage employer. We are committed to attracting, recruiting and retaining diverse candidates. It's important that our team reflects the communities we serve.
- We are currently under-represented by individuals from a working-class background, the Asian/Asian British community and wider Global Majority, Disabled people, the Trans community and people of faith.
- If you are Disabled and your application meets the minimum criteria for the post, we will offer you a guaranteed interview. Youth Music is a Disability Confident Committed Employer and we are committed to making adjustments that would support you in applying for, or carrying out the role.
- Please contact constance.dingri@youthmusic.org.uk if you have a disability and/or access requirements or if you wish us to consider any other reasonable adjustments to ensure the interview process is fully accessible.

[Our Equality, Diversity and Inclusion Statement](#)



ABOUT YOU

You're passionate about music and want to play a key role in shaping and changing the future of the music industries. You're someone who thrives in community-led environments and enjoys collaborating with and supporting young people. You're someone who loves building new relationships and comfortable engaging and growing creative communities.

You'll have an ear for music and a strong understanding as to what engages young people in and out of music. You'll have an entrepreneurial spirit that will develop our NextGen Programme through a new stage of growth. Behind the scenes, you're organised, collaborative, efficient, self-motivated and can work well in a small team that has to punch above its weight.

You may have experience already working in music, working with artists' events, campaigns, or in community management. You may have worked on or with youth-led organisations or platforms engaging directly with young creatives.



ABOUT THE ROLE

The NextGen Community Producer will play an integral role at Youth Music shaping and developing our support for young adults, particularly helping them to close the gap between learning and earning in music.

You'll join us at an exciting time as we look to scale up and enhance our community engagement efforts. Building on the foundations established in phase 1 between 2021-2024, your focus will be on increasing participation, and fostering a more cohesive and active community. Your innovative strategies and passion for supporting young creatives will be key to driving deeper connections among members and creating a compelling offer for the community.

Day-to-day you'll be programming national events, workshops and networking opportunities; brokering progression opportunities through Youth Music's industry partners, and recruiting to paid freelance creative roles. The job will involve managing a variety of relationships with young people, playing a central role in developing and leading the NextGen community strategy, and supporting the development of a new brand and user journey for NextGen community members.

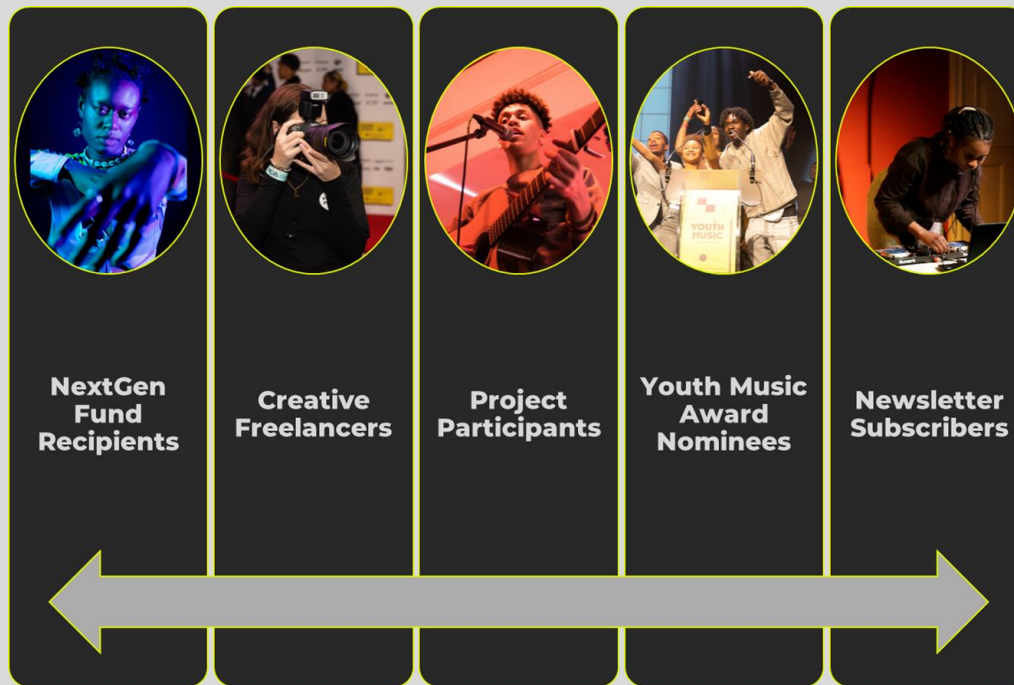


**YOUTH
MUSIC** **NEXTGEN**

ABOUT NEXTGEN

Youth Music NextGen is our community for young creatives who aspire to build and work in the music industries of the future. The NextGen community is built up of over 250 NextGen Fund recipients and alumni, young people taking part in one of our 500 Youth Music funded projects, newsletter subscribers, social media followers and other young creatives who want to be part of a wider network.

The community offers access to development opportunities and grant funding for those who face barriers because of who they are, where they're from or what they're going through.



ABOUT NEXTGEN – CHAMPIONING GRASSROOTS ARTISTS (1)



Richard Carter is a polymath artist, producer, rapper, and songwriter hailing from South London. His break-out song 'Le Monde' went viral on TikTok, streaming **over 66 million times on Spotify** alone. He aims to use his momentum of **1.9 million monthly Spotify listeners** to build a loyal fanbase.



Dynamic indie-rockers **English Teacher** emerged from Leeds in 2020. Their captivating melodies and lyrics won them our **Rising Star Award in 2022** later signing with Island Records in 2023. They boosted their profile with an appearance on Later... with Jools Holland. Their debut album 'This Could Be Texas' swooped up **an official UK Top 10 Album** place in 2024.



MOBO Award nominated **ALT BLK ERA** are a teenage sister duo that clash ALT Pop, Rock & Rap. They've already performed at **Glastonbury Festival** and **headlined BBC Introducing**. Only two years into their career, they have the potential to lead the next generation of genre-blurring artist coming through right now. Recently **nominated for a Heavy Metal Awards**.



Originating from South London, **Y Shadey** is a versatile rapper, hailing from a Nigerian-Christian background, demonstrating his background through his art. The artist is pioneering British Rap through charming melodies and deep-hitting lyrics, he's already garnering a growing fanbase of **300,000 monthly Spotify listeners**.

ABOUT NEXTGEN – CHAMPIONING GRASSROOTS ARTISTS (2)



Hailing from South London, **BINA** is an R&B singer-songwriter and producer. After recording her debut EP 'Humble Abode' from her bedroom she's built a powerful presence for live performances with her guitar skills, gaining nearly **150,000 monthly Spotify listeners**.



Meduulla's music reflects her experience as a first-generation immigrant from Zimbabwe. After her appearance on BBC's The Rap Game in 2021. Her music and storytelling received recognition from Grime pioneer Chip and rapper Not3s for encouraging critical political discourse.



Qazi & Qazi are sisters first before singer-songwriters and producers working at the cusp of transcendence. Now based in London, the duo weaves their signature intricate harmonies into orchestral-scale arrangements in folk-leaning tales of surrender and strength. Their debut single 'Forward' that we funded now sits at **nearly 1m Spotify streams**.



3x Youth Music Award winner **EVA** blends a soulful punchy twist to RnB, House and DnB. Her self-debut single 'Reaching Out' caught the attention of BBC 1xtra in 2022, She then became a **finalist in Glastonbury's Emerging Talent** Competition. An exciting performer, she's guaranteed to own any stage.



KEY RESPONSIBILITIES (1)

Programme Development

- Act as the day-to-day lead and point of contact for the Youth Music NextGen Community, representing their voice internally and externally.
- Devise and implement a clear strategy for the continued growth and development of the NextGen Community, with support from the Engagement team.
- Deliver impactful programmes of activities and support that will progress young people into creative careers, broaden their networks, increase their confidence and create access to new opportunities.
- Develop and grow the NextGen Community brand and visual identity, ensuring a clear offer and user journey for those taking part in Youth Music funded projects, and other potential new members.
- Increase the role the community plays in designing and delivering the NextGen programme, aligning with Youth Music's wider aims and values around youth voice.
- Increase interaction between NextGen Community members.


Events

- Work with the events team to develop, grow and manage our programme of regular NextGen Community events across the country to bring the community together and showcase their talent.
- Develop and manage our programme of events in London in partnership with Young Guns Network (YGN), taking place in the offices of our music industry partners.
- Grow attendance at all NextGen events, working with our Comms and Marketing team to increase awareness and build the profile of the event series.
- Programme and manage all events within set budgets.

Partnerships

- Build and leverage relationships with partners and networks to enhance the offer for the NextGen Community (such as events, performance opportunities, workshops, studio time, content creation, and exclusive offers etc).
- Manage relationships with key corporate partners (such as Levi's) to support delivery of the NextGen Community activities.
- Build and maintain a pipeline of potential partners to approach, and support wider fundraising efforts within the team.

Recruitment

- Lead on NextGen recruitment for NextGen Community Events and the Youth Music Awards, with support from the Engagement Coordinator. e.g. Create briefs for NextGen roles and be their main point of contact.
 - Support recruitment for any other Youth Music or partner opportunities created for the NextGen Community. (e.g. gigs, festivals, activations, focus groups, etc)
 - Develop the NextGen talent pool, finding new ways to promote and manage this.
 - Create and source relevant national music-related opportunities for Youth Music's 'opportunities board'.
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KEY RESPONSIBILITIES (2)

NextGen Fund

- Support the marketing and promotion of the NextGen Fund.
- Contribute and support NextGen Fund decision panels.
- Work with our Comms team to ensure that content created through the NextGen Fund is showcased on Youth Music's social and digital channels. E.g. Sound of the Next Generation playlist.

Demonstrate Impact

- Work with the Insights Team to listen and act on feedback from the NextGen Community. This will be via monitoring, research and consultation that informs the ongoing development and design of the NextGen offer.
- Prepare and present reports on the plans, activities and impact of NextGen Community.
- Share our learning internally and externally at panels, conferences, and through written pieces.

Systems and processes

- Capture NextGen membership on Salesforce so that we have a clear understanding of who is in our community.
- Work with the Database Administrator to improve our systems, processes and user journeys.
- Work with the Comms and Marketing team to ensure the Youth Music website represents and serves the needs of the NextGen Community.

Other

- Ensure all activities are delivered in line with Youth Music's values with inclusion, diversity, equity and accessibility at their core.
- Be a safeguarding champion, ensuring best practice Safeguarding is embedded throughout our work and all issues and concerns are escalated as appropriate.
- Represent NextGen at events or speaking opportunities and act as an ambassador for Youth Music.
- Ensure budgets are managed effectively, accurate records are kept and invoicing and payments are managed in a timely manner.

- Undertake other tasks that may be requested from time to time that may be consistent with the nature and scope of the role.



PERSON SPECIFICATION (1)

Essential

- Experience in building and engaging communities in music, creativity or other youth-led spaces, platforms or organisations.
- Strong ability to build new relationships, engage with diverse creative communities, and foster meaningful connections.
- A passion for music and a strong understanding of the UK creative industries and current issues facing young creatives, coupled with a clear desire to create a more equitable industry for the next generation.
- Experience in developing, implementing and growing brands and programmes, particularly those that support young people
- Experience of working directly with young people, including one-to-one and facilitating or leading groups.
- Proven track record of programming and managing events within budget constraints.
- Excellent organisational skills, with the ability to manage multiple projects simultaneously and deliver on KPIs.
- Experience working in a small, collaborative team environment, demonstrating efficiency and self-motivation.
- Excellent written and verbal communication skills, capable of representing Youth Music and the NextGen community internally and externally.
- Attention to detail and the ability to deal sensitively with confidential personal information.
- A strong commitment to equal opportunities, diversity and inclusion, alongside a working understanding of safeguarding best practices, ensuring a safe and inclusive environment for all participants



PERSON SPECIFICATION (2)

Desirable

- Previous experience working in music, with artists, events, campaigns etc.
- Familiarity with charities and an understanding of how they operate within the music industries.
- Experience in developing a brand, with knowledge of digital and social media strategies to enhance programme visibility and engagement.
- Partnership development - experience in building and maintaining relationships with corporate partners and supporting fundraising efforts
- Familiarity with Salesforce or similar CRM systems for managing community membership and engagement.
- Comfortable with public speaking and acting as an ambassador at events or conferences.

Sponsored by:

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SALARY & BENEFITS

Salary: £30,000 – £35,000 per annum dependant on experience

Pension: 8% of salary towards a non-contributory group pension

Contract: Permanent, full time. We operate a blended working approach where you will be required to work in the office two days a week (Tuesday & Wednesday)

Location: The Print Rooms, 164 – 180 Union Street, London, SE1 0LH

Holidays: 25 days plus public holidays and additional days over Christmas holidays when the office is closed.

Additional benefits:

Learning and development opportunities, a loans programme to cover the initial cost of, for example a bike to cycle to work or gym membership, death in service and critical illness insurance, income protection insurance for illness, an employee assistance programme.

There is also an opportunity to fully engage in the staff led Values Committee, Environmental Working Group and the Inclusion, Diversity, Equality and Access (IDEA) working group.

HOW TO APPLY

To apply please [visit our website](#) you'll need to complete the following, sending them to: jobs@youthmusic.org.uk with the subject line '**NextGen Community Producer**'. Please ensure you complete:

- Application Form
- Applicant Details Form
- [Equal Opportunities Form](#) (this is an online anonymous form to complete)

We also accept video/audio applications, please include the same information shown in the written application format.

Deadline for applications: **5pm, Tuesday 9th July 2024**

We operate a two-stage interview process and send interview questions in advance to shortlisted applicants.

1. Stage One: Suitable candidates will be offered an in-person interview on **Wednesday 17th July** at Youth Music's offices.
2. Stage Two: Suitable candidates will then be invited to a second in-person interview. This will be held on **Friday 19th July** at Youth Music's offices.

Youth Music will cover travel expenses for successful candidates that attend their interview. Unfortunately, due to capacity, we will only be able to contact candidates that have been shortlisted to interview. If you have any questions about the application process or the role, please contact constance.dingri@youthmusic.org.uk



Contact Us

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Registered Charity Number 1075032

Limited Company Number 03750674

Please see our [privacy policy](#) to find out more about how we handle your data. You can also find further information within the application form.