

SOUNDS FROM THE OTHER CITY

Press Manager brief 2024

Background:

Created for music lovers by music lovers, Sounds From The Other City has been a firm underground favourite since 2005; delivering a unique annual event that champions local promoters and celebrates the off-kilter beauty of Salford, the oft-overlooked 'other city' to Manchester. A creative scene is constantly moving and with a line-up booked by a revolving selection of promoters, record labels and collectives, Sounds has served as an annual snapshot of the Greater Manchester scene, taking place in the pubs, churches, studios, warehouses and 'in-between' spaces of Chapel Street.

The festival has hosted early-day performances from artists as diverse as Bi-Polar Sunshine, Black Midi, Marina, Alt-J, Alabaster de Plume, The Ting Tings, Hannah Peel, GoGo Penguin right through to 2017's Mercury Music Prize winner Sampha, BBC Sound of 2018 nominee IAMDDDB and 2021 Mercury Music Prize nominees, Black Country New Road.

In 2024 the festival returns again to Salford's historic Chapel Street, in some of its favourite haunts, as well as some exciting new spaces just up the road in and around the University of Salford. Promoters and Art Directors will be announced in January, with line-up reveals beginning in February and culminating in a full line-up announcement in early March.

Objectives:

- 1. Secure a range of reviewers/bloggers attending the event**

The main objective for press coverage at the festival is to generate a range of pull quotes from national and regional publications that we can use in future promotion, PR and funding applications. This would include inviting reviewers and looking after their attendance at the festival.

- 2. Lead the press announcement for the full line-up announcement in March**

Aiming to create impact for promotion of the festival and should be issued to a broad list including music pubs, nationals and local press. This includes writing and issuing the release to your contact list and we would work with you to agree on the best date for this announcement.

- 3. National features in the lead up to the festival**

This may be inclusions in list features (10 best grassroots festivals) or broader features about industry issues, but places us with the best of the UK's grassroots festivals. We would be interested in your ideas about how we could find a space in this discussion.

Key Skills:

- Great press release writer
- Excellent contacts across UK national music press, including print, digital and radio
- Able to bring a range of reviewers/bloggers to the festival

Fee:

£1500

Expressions of interest for this role should be submitted by Mon 22nd Jan, including a CV and examples of relevant work. Please send to sian@fromtheother.com.