**Terms of Reference**

**Purpose**

The specialist contractor terms of reference (ToR) is a document that sets out the specialist contractor’s contribution to the task. The template is designed to set out the aims of the task and what the contractor is responsible for in order to achieve those aims.

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**Curator for SoundScape 2025  
  
Location: Pakistan**

**Apply by: 08 July 2025**

* 1. **Background**

Music is one of the most widely loved and inclusive art forms in Pakistan. It has a unique ability to connect people across different ages, genders and backgrounds, and continues to be especially popular among younger audiences. Over the years, music has also emerged as one of Pakistan’s most powerful cultural exports.

SoundScape is British Council Pakistan’s flagship music programme, launched in 2023 to spotlight emerging trends, technologies and talent in Pakistan’s contemporary music scene. The programme brings together a diverse group of Pakistani and UK music professionals to strengthen creative practice, build networks and position Pakistan as a vibrant player in the global music industry.

The first edition took place in Karachi in 2023 and featured music masterclasses and a sector-wide symposium. It explored themes such as the future of music production, artist-led business models, digital disruption and music as resistance and identity.

In 2025, SoundScape returns with an aim to expand its scope to include more regional voices, diverse music genres and increased UK-PK collaboration. Programming will include panel discussions, keynote talks, hands-on masterclasses and commissioned music showcases.

* 1. **Event Details**

The British Council is seeking an experienced and well-networked Curator to co-develop and co-deliver the SoundScape Music Symposium & Masterclass Series 2025. The selected Curator will work closely with the British Council team to ensure the programme speaks to the needs of Pakistan’s independent and emerging music ecosystem, while drawing connections with global trends and voices.

Building on the momentum of the inaugural edition of SoundScape, our next edition will bring together a community of policymakers, artists, musicians, entrepreneurs, lyricists, educators, composers, students and sector leaders from across the country. Joining them will be prominent music advocates and thought leaders from the UK.

**Location and Date**

SoundScape 2025 will take place in Karachi, Pakistan in November 2025. The exact date(s) and venue(s) will be determined later.

**Target Audience**

We aim to attract a diverse and inclusive audience including musicians, producers, educators, students, academics, cultural professionals, activists, policymakers and artists who are engaged with or interested in Pakistan’s evolving music ecosystem. This includes individuals working across genres, languages and geographies. From grassroots practitioners to institutional actors, as well as members of the general public with a passion for music, innovation and creative exchange.

Attendance will be via a mix of invites and open registration, with targeted outreach to ensure gender balance, and inclusion of underrepresented communities.

* 1. **How to Apply**

We invite experienced and passionate individuals to submit applications for curation. The selected Curator will be responsible for co-designing and co-delivering the symposium with the British Council. Applications should include:

* **CV** - detailing relevant experience and qualifications of the applicant.
* **Statement of Interest (max 500 words)** – sharing your approach and methodology towards curating the programme, and demonstrating your relevant qualifications, experience and track record. You can share links to past works.

**Please email your application to** [**pk.arts@britishcouncil.org.pk**](mailto:pk.arts@britishcouncil.org.pk)

**Application deadline: 08 July 2025**

Clarification questions can be submitted in writing to the same email address by 25 June 2025.

Submissions after 08 July 2025 11:59pm PST will not be considered.

Shortlisted applicants will be invited for an **interview.**

Selected applicants will be notified within 14 working days of the application deadline.

* 1. **Timeline**

This is a 4-month Curator engagement.

The SoundScape 2025 report will be due by: December 2025

* 1. **Required Qualifications and Experience**

* Minimum 5 years of relevant experience in music, creative programming, curation or cultural production.
* Deep understanding of the music landscape in Pakistan - across genres, regions and institutions.
* Strong networks in the music community (local and international), especially among emerging and experimental artists.
* Demonstrated experience of managing and delivering complex creative events or festivals.
* Excellent organisational and interpersonal skills.
* Familiarity with trends in music technology, business models and education.
* A proven commitment to inclusion, access and environmental sustainability in the arts.
  1. **Terms of Reference for Curator**

**Programme Curation**

The Curator will co-design the programme with the British Council, aligning it with the overarching objectives of the symposium. Responsibilities include:

* Co-design the overall thematic structure and programme flow of SoundScape 2025.
* Identifying and sourcing individuals and organisations to participate as speakers, trainers or facilitators. This includes conducting due diligence, ongoing coordination and relationship management.
* Ensuring the programme reflects a broad spectrum of themes relevant to the music scene in Pakistan. Ensure representation of diverse genres (e.g. electronic, folk, hip-hop, experimental, classical).
* Embed accessibility, inclusion and regional representation (especially women, youth and underrepresented music communities).
* Curate thought-provoking and audience-engaging formats: panels, conversations, showcases, sound installations or multimedia elements.

**Programme Management and Delivery**

* Develop and manage a detailed 4-month work plan with timelines for programming, outreach, marketing and evaluation.
* Collaborate with the British Council and local delivery partners on logistics, production and marketing.
* Support the design and implementation of a marketing and communications campaign to promote the symposium.
* Support audience development and outreach: define guest lists, manage RSVPs and develop communication assets in coordination with comms teams.
* Provide on-site support during all events - serving as a key liaison for speakers, participants and stakeholders.
* Provide support on participant logistics, including travel, accommodation and general wellbeing during the symposium.
* Ensure the symposium is delivered in a safe, respectful and inclusive environment, underpinned by sustainable and environmentally conscious practices.
* Submit a final Curator’s report reflecting on the curation and delivery process.

**Reporting and Communication**

* Work under the supervision of the British Council Arts Manager through regular coordination meetings.
* Support documentation and M&E by integrating qualitative and quantitative data collection into the event flow.
* Participate in post-event evaluation and debriefing processes.
  1. **Additional Information**

**British Council Values**

**Open and Committed**

Our belief in what we do translates into a deep and long-term commitment to the people we work with. We tackle challenges and take responsibility with openness and honesty to bring about positive change.

**Expert and Inclusive**

Inclusion is at the heart of everything we do. By involving everyone in the conversation we learn from each other and bring together all of our experience, knowledge and expertise to do the best work that we can.

**Optimistic and Bold**

We believe in the potential of young people to create a better world. Inspired by this optimism, we are positive and creative and we focus on what works. We are not afraid to make bold choices to shape a better future for everyone.

**Equality, Diversity and Inclusion**

Equality, diversity and inclusion runs through much of our work whether in the arts, society, inclusive education, teaching English or offering exams. Our goal is to develop inclusive programmes and projects that bring together people with different experiences and backgrounds. We hope this will make everyone's experiences richer. The British Council commits to taking action to support disabled people to increase their voice, skills and agency to influence others to transform their lives and to shape a better world. We strive to make reasonable arrangements for participants’ accessibility needs such as sign language, captioning, large font and provision of material availability in Braille and others.

**Commitment to the Environment**

We recognise that our activities impact the environment and are committed to minimising this by improving our environmental performance across all areas of our work. We encourage partners to join us in reducing our carbon footprint and to use creative skills and strengths to promote sustainability and incorporate sustainable development themes.