

Unit 1: Learning Aim B

Understand Job roles in the Music Industry

Know who is responsible for each activity, why and how things are done and what are their advantages and disadvantages of relying on individuals for individual services in relation to the key stages of the production time line.

Performance Creative Roles – people involved with writing and performing music

1. Musician

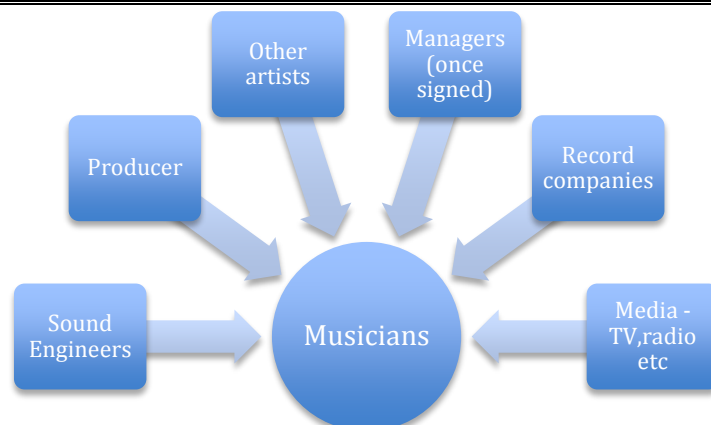
Examples: Orchestral player, vocalist, accompanist, DJ, Programmer, solo artist – self-employed or freelance.

Responsibilities:

1. Train and practice regularly to keep skills to a high standard – proficient on their instrument
2. Auditioning for musician roles
3. Attending rehearsals to include technical and dress rehearsal, on time and prepared
4. Taking part in performances and workshops
5. Marketing and promoting own work
6. Look after instrument (including voice)
7. Learn new music for a show
8. Work well as part of a team
9. Maintaining/setting up and tuning of equipment

Skills:

- a) Ability to improvise and play by ear
- b) Being technically proficient on an instrument
- c) Passion for Music and desire to perform



2. DJ/Remixer

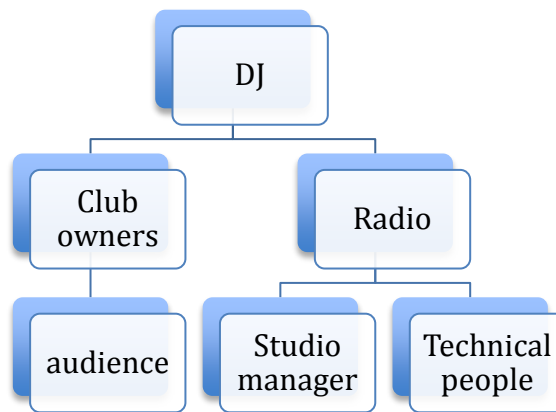
Examples: Clubs, discos, host concerts, gigs.

Responsibilities:

1. Remixes – takes elements of a song and combines them with new ideas to create a new song.
2. Introduce Music, commercials etc.
3. Putting records/CD's on turntable and controlling sound

Skills:

- a) A good knowledge of production techniques
- b) Interest and skill in music technology
- c) Good speaking voice and ability to project personality.



3. Solo Artist

Example: A singer

Responsibilities:

1. Sometimes writes their own material
2. Needs a distinctive look, charisma
3. Needs drive, ambition and confidence

4. Composer, Song Writer

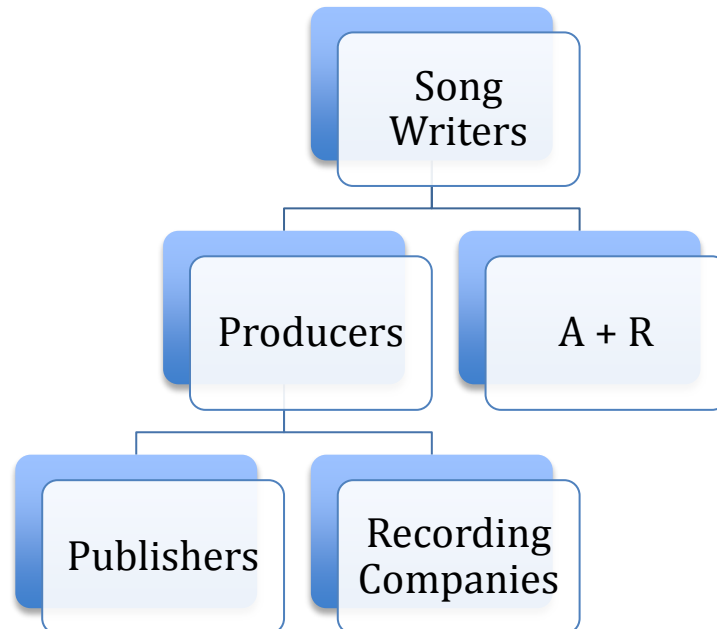
Responsibilities:

1. Writing composing music for TV, show, commercial, film etc.
2. Arranging music – for orchestra etc. – produce scores and parts
3. Compose a song for a famous singer
4. Compose music for a special event

5. Keep to a deadline
6. Work with a performer so that the song/composition is at their level of performance – correct range etc.
7. Responding to briefs – film, TV, pitch ideas to clients
8. Marketing and promoting own work
9. Sequencing music – using technology to realise music
10. Creative and artistic direction
11. Sometimes perform
12. Musically creative, competent musician
13. Happy to work alone

Skills:

- a) Knowledge of copyright, marketing, selling and publishing
- b) Talent and creativity
- c) Ability to plan an instrument
- d) Team work skills



5. Producers

Example: Record Producer

Responsibilities:

1. Oversee and manage the recording of an artist's music – control the overall sound and artistic direction
2. Gather ideas for the project and select songs
3. Hire session musicians for the project
4. Coach the artist in the studio
5. Supervise the entire process through mixing to mastering
6. Make sure the recording is on time and on budget

Skills:

- a) Ability to deal with artists, record companies and managers
- b) Ability to get the best performance out of an act
- c) Has a thorough knowledge of recording studio and techniques
- d) Ability and willingness to work unsociable hours

6. Musical Director

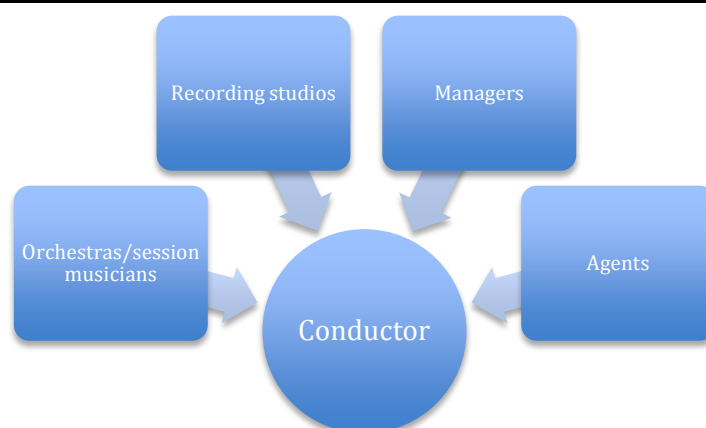
Examples: Conductor

Responsibilities:

1. Leading rehearsals – unify performers
2. Conducting musicians – orchestral /singers etc. guide the orchestra or choir
3. Arranging music for performance
4. Hiring musicians
5. Set the tempo and execute clear indications for conducting
6. Execute clear indicators and shape the sound of the ensemble
7. Choose the music and study the scores
8. Relay ideas to the performers
9. Schedule rehearsals

Skills:

- a) Problem solving
- b) Ability to communicate musical thoughts



7. Live Sound Technician/Engineer

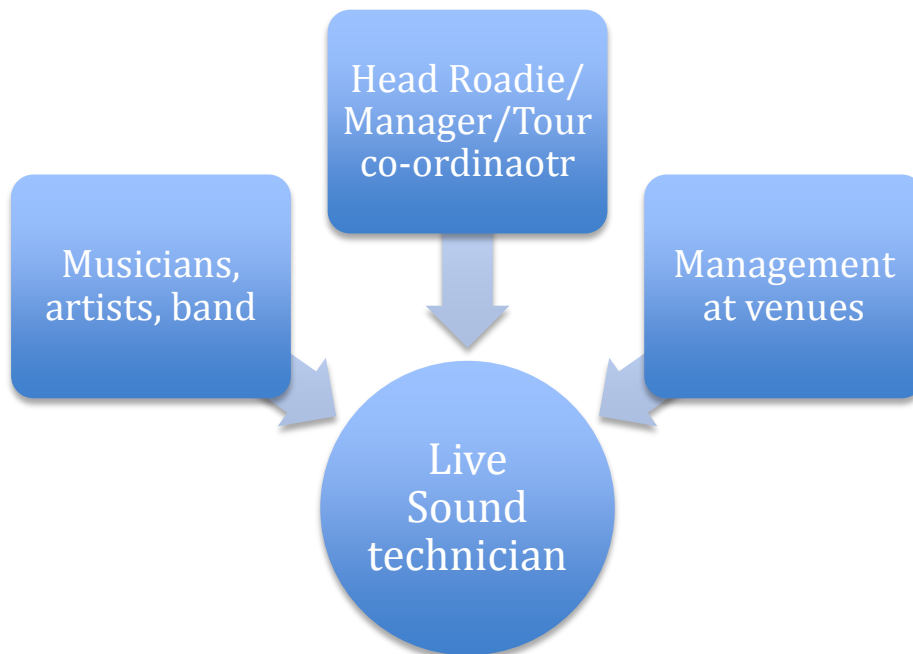
Examples: Audio technician

Responsibilities:

1. Stage planning
2. Rigging – position equipment
3. DE rigging
4. Supervise crew
5. Do sound checks
6. Operate the sound desk - Ensure mics/live connectors work i.e. guitars/ adjust levels before and during performances/front of house/monitor mixing
7. Choose suitable microphones and equipment
8. Look after the equipment – fix as and when necessary

Skills:

- a) Love of Music
- b) Knowledge of electronics/sound desks etc.
- c) Freedom to travel
- d) Problem solving



8. Roadie

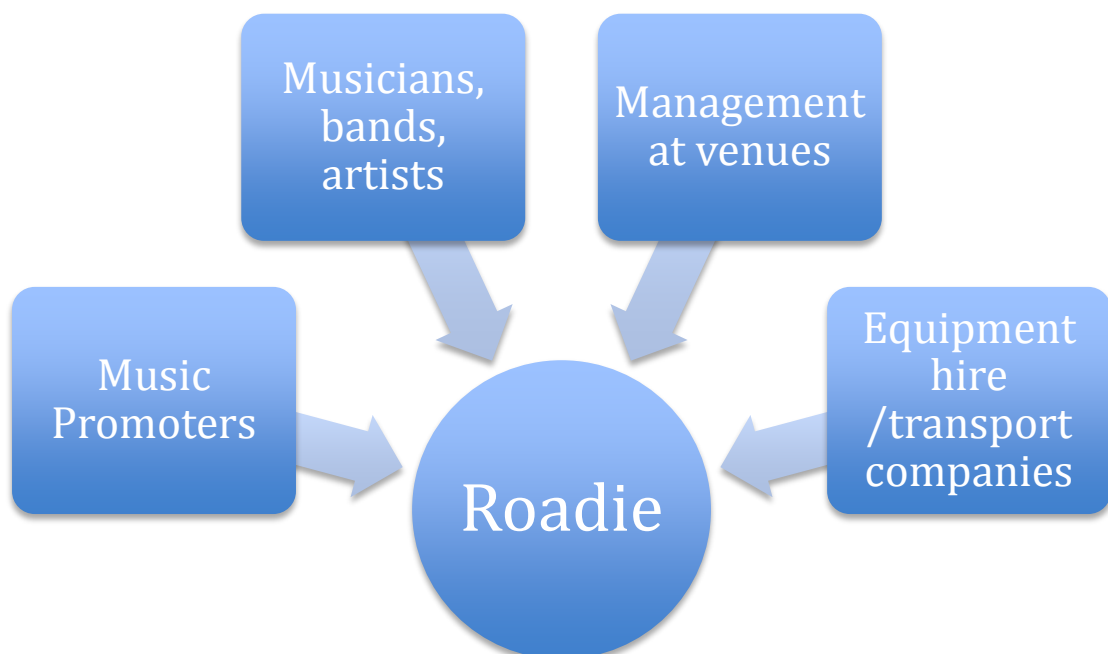
Examples: Backline technical support, can sometimes double up as technician

Responsibilities:

1. Assist with getting gear in and out for a concert/gig/tour – rigging, de-rigging – carry equipment
2. Specialist instrumental support – look after the equipment – tuning instruments etc.
3. Driving – responsible for transporting, setting up and dismantling artists equipment, lighting and PA system at gigs
4. Logistics of gig – set up before event, pack up at end of the event
5. The Bigger the gig, the more specialised the role of the roadie

Skills:

- a) Ability to lift heavy equipment – physical strength and stamina
- b) Work well as part of a team
- c) Ability to work away from home for extended periods
- d) A solid understanding of music technology i.e. repairs etc.



9. Instrumental support

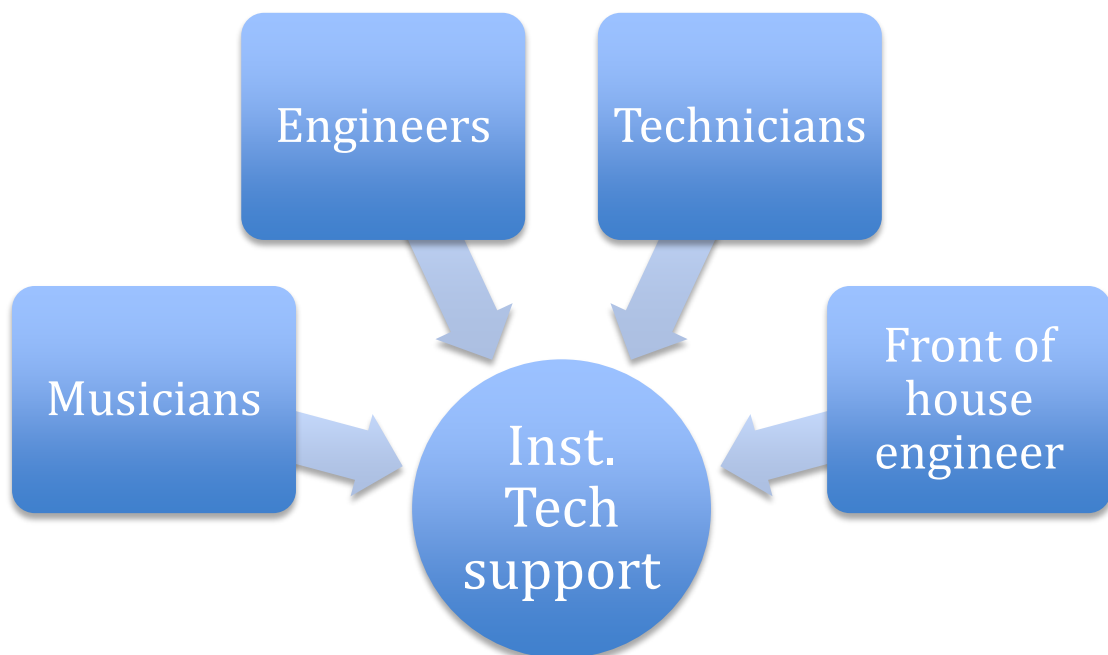
Examples: Guitar tech, drum tech

Responsibilities:

1. Look after the instruments 9 guitars, drums, KB etc. – ensure they are functioning correctly between and during gig
2. Fix instruments when broken – during performances strings etc.
3. Give advice regarding best use of equipment
4. Drum Tec – solely responsible for loading, unloading, setup, miking, tuning and repairing drums

Skills:

- a) A thorough knowledge of their specialised instrument
- b) Ability to play instrument/repair instrument
- c) Quick thinker
- d) Cool under pressure
- e) Audio engineering knowledge

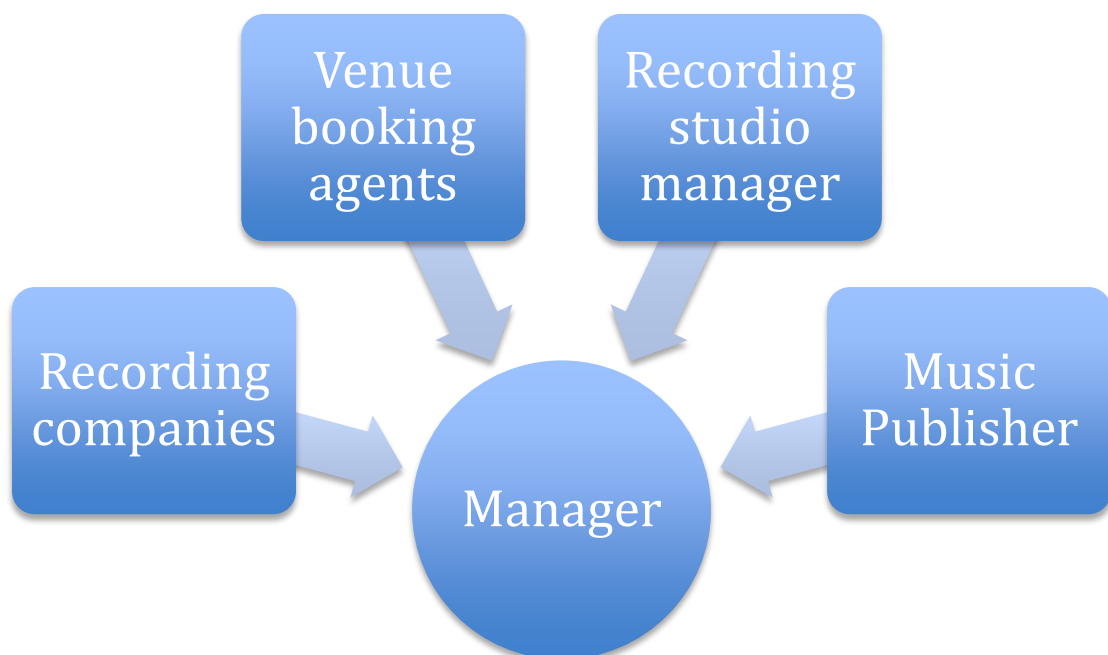


Management and Promotion Roles

Artistic Management – Talent Manager

Responsibilities:

1. Organise and confirm show dates, tours and gigs
2. Liaise with record companies/do business deals
3. Assist with studio planning
4. Support artists as a lifestyle coach
5. Take care of high quality standard
6. Exploit marketing opportunities
7. Provide advice and guidance for the artists
8. Negotiate fees and recording contracts
9. Manage the artists personal and financial management
10. Advice and guide musical career
11. Oversee the day-to-day business affairs of the artists.



Management and Promotion Roles

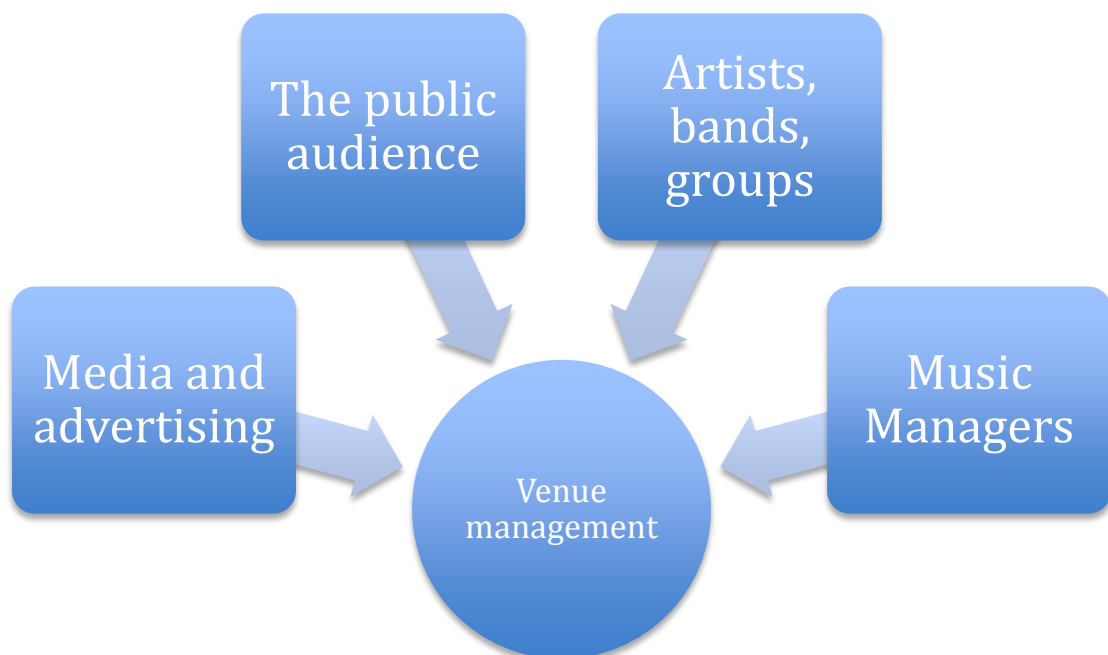
Venue Management

Responsibilities:

1. Book artists and events
2. Arrange licensing
3. Management of all staff
4. Management of publicity for events
5. Organise events security
6. Check Health and Safety is up to date for artists and venue
7. Responsible for audience
8. Ensure all services are opened and fully functional during scheduled times
9. Assist with preparation of shows and supervise the whole process

Skills:

- a) Communication
- b) Educational background in business
- c) Ability to travel at the last minute



Management and Promotion Roles

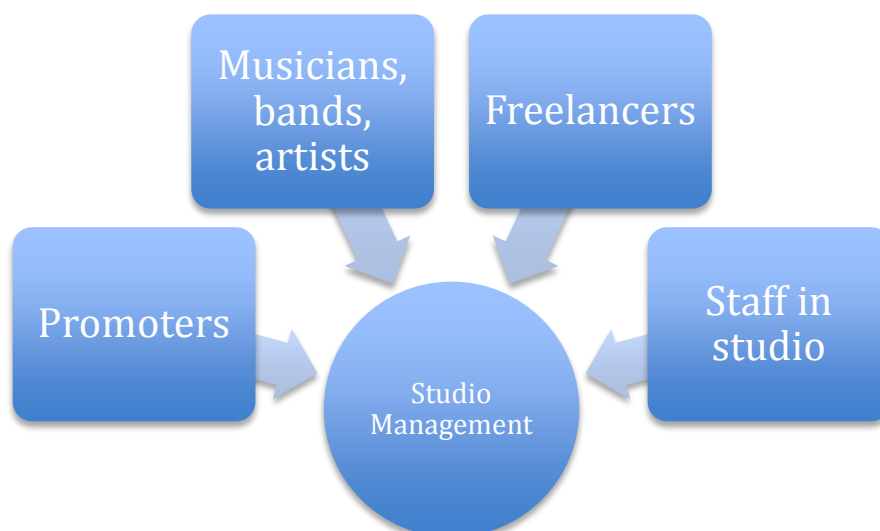
Studio Management

Responsibilities:

1. Booking sessions
2. Managing the maintenance of equipment and facilities
3. Administrative control of the studios operation
4. Schedule times and liaise with clients
5. Engage engineers, session musicians, technical engineers
6. Promote and market the studio
7. Ensure all equipment is Health and Safety checked
8. Recruit, pay and retain staff
9. Pay invoices – keep accounts, financial records
10. Manage and oversee people, equipment, workflow

Skills:

- a) Creative
- b) Technical and leadership management skills
- c) Team/Project management
- d) Problem solvers
- e) Confidence to meet tight deadlines and time management
- f) Communication – written and verbal
- g) Financial awareness
- h) Knowledge of Health and Safety



Management and Promotion Roles

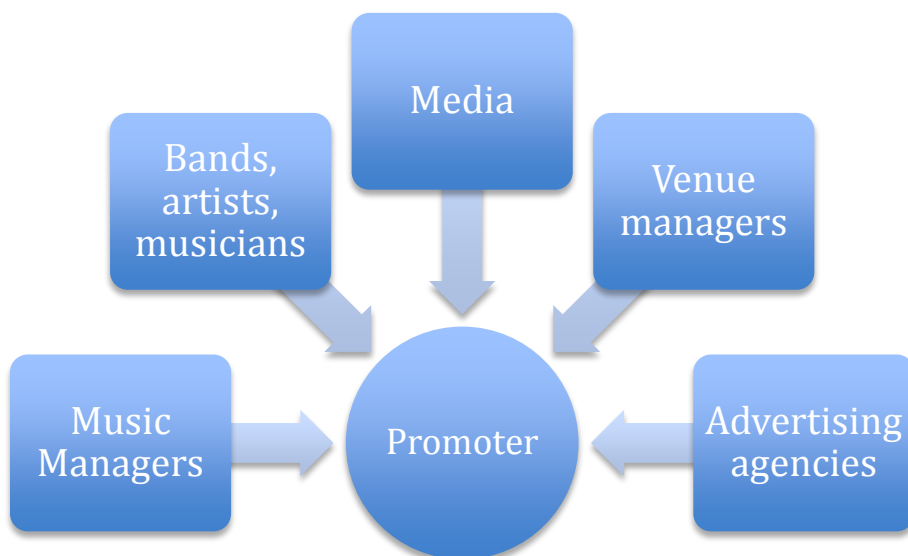
Promoter

Responsibilities:

1. Identify performance opportunities
2. Promote artists at a variety of venues
3. Secure finance at events
4. Manage financial risk
5. Ensure insurance is valid and health and safety at venues
6. Publicises concerts and events
7. In charge of putting on the show
8. Works with artists agents
9. Works with venues to arrange for a show
10. Promote the event through advertisement and publicity

Skills:

- a) Knowledge of touring and promotion
- b) Marketing skills
- c) Accounting/budget knowledge
- d) Persuasion/negotiation skills
- e) Communication
- f) Computer/networking skills
- g) Time Management



Management and Promotion Roles

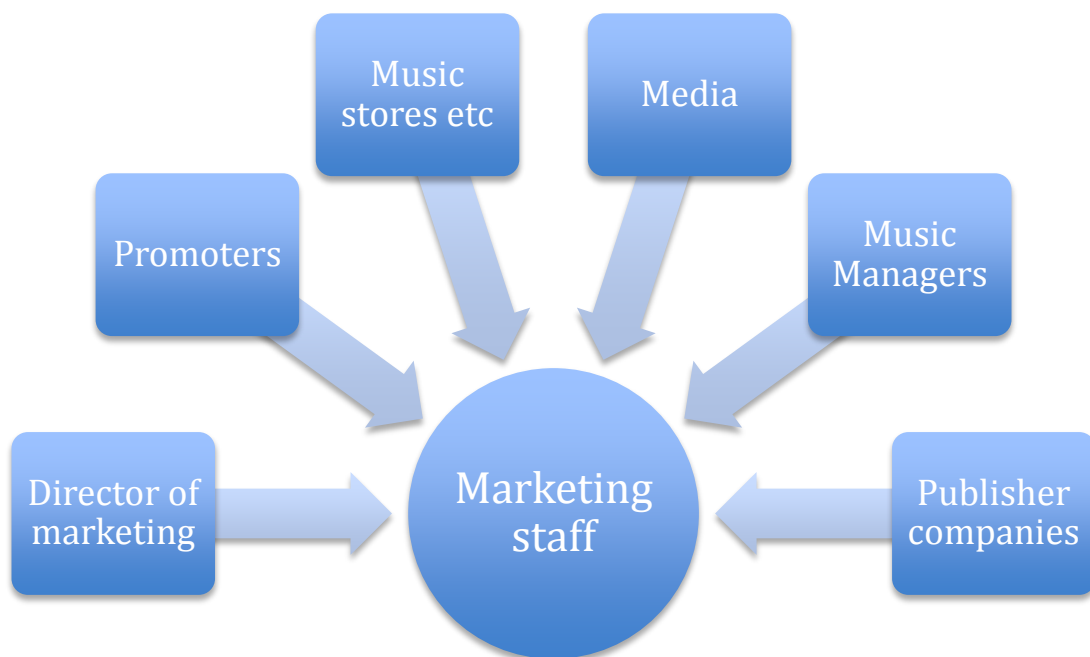
Marketing - market and sell records locally, globally and regionally

Responsibilities:

1. Manages marketing materials and strategies i.e. selling, plans, album sales, displays in shops, radio station giveaways etc.
2. Gather prices for advertisements and promotions
3. Devise promotional events, giveaways, sponsorships – appearances, online giveaways etc.
4. Have a radio/ On-line /TV campaign for an artists – advertising campaigns
5. Create the artists image/brand
6. Targeting recordings at a specific group of consumers
7. Control and co-ordinate design of artwork and packaging
8. Control format of release – CD, Vinyl or MPS

Skills:

- a) Creative flair
- b) Strong organisation and communication skills
- c) Good working knowledge of the advertising industry
- d) Team player
- e) Understanding of Music/Record business



Management and Promotion Roles

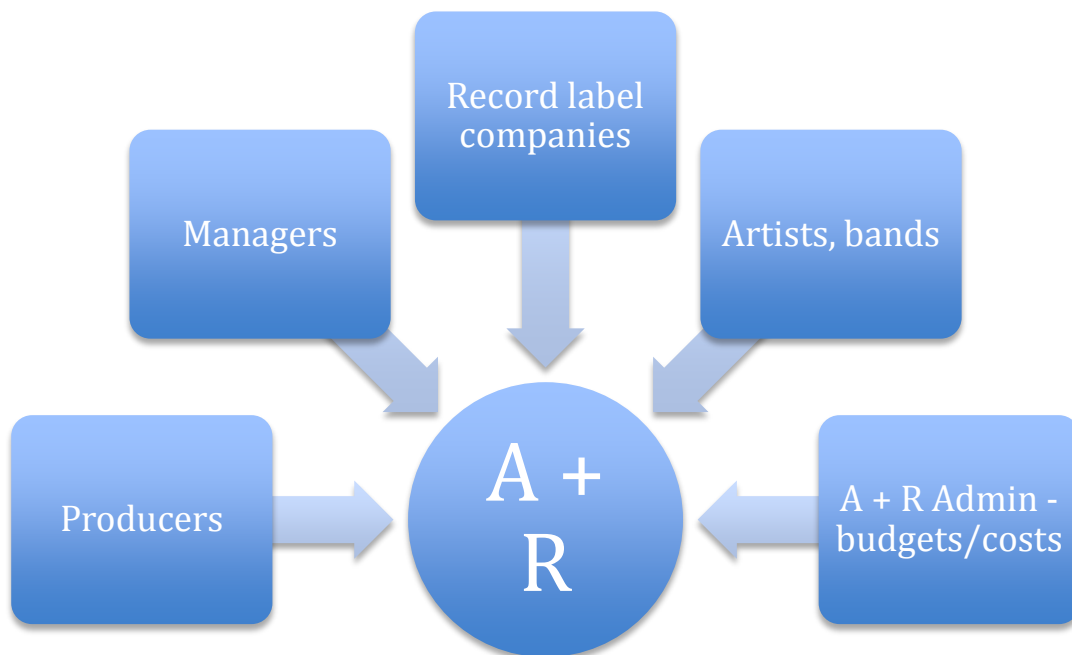
Artists and Repertoire - find talent

Responsibilities:

1. Scouting for talent on-line and at live events
2. Sign artists to record labels
3. Oversee the process from delivery to finished records
4. Developments of artists as they grow and mature – listen to CD's, demos, video's etc.
5. Manage the recording process
6. Help find songs appropriate for the artists to record and release
7. Main point of contract for the artists and manager
8. Locate a Producer to work with the artists/act

Skills:

- a) In depth knowledge of current musical trends
- b) A strong instinct of what will sell
- c) Problem solvers
- d) Negotiation skills/communication skills



Recording Roles

Recording Studio Personnel

Examples: Engineer, Assistant Engineer, Technical Manager, Tech support, Maintenance and repair, Electronics engineer, installation.

Engineer Responsibilities:

1. Technical side of the recording – no artistic input
2. Operate the sound board and other electronic equipment during recording
3. Makes alterations to the recording with advice from Producer/Artist
4. Mix down recording
5. Balances the sound/levels
6. Repair equipment in the studio

Skills:

- a) Knowledge of recording equipment – electronic + mechanical
- b) Work unsociable hours
- c) Ability to work under pressure and with people
- d) Musicianship skills

Assistant Engineer – “Tape Op”

Responsibilities:

1. Helps sound engineer keep track of mixes
2. General dogsbody
3. Set up all the equipment needed for the recording session
4. Replace/fix faulty equipment
5. Maintain the tape library
6. Assist main engineer during recording

Skills:

- a) Knowledge in electronics/mechanics
- b) Appreciative of music
- c) Ability to use recording equipment
- d) Ability to listen, take instructions and work with others
- e) Works long, unsociable hours

Technical Manager

Responsibilities:

1. Ensure studio has adequate resources to do it's work – oversee equipment
2. Ensure technical equipment works effectively
3. Arrange maintenance and repair of equipment

Tech Support

Responsibilities:

1. Maintenance and repairs of electronic equipment i.e. cables, mic's, amps computers etc. (sometimes instruments) to allow the performers and producers to do their job
2. Orders replacement parts

Skills:

- a) Detailed knowledge of electronics and equipment

Maintenance and Repair/Electronics engineer/Installation

Responsibilities:

1. Maintain and repair recording equipment, electrical and musical equipment, computers and software for the recording studio, Midi studio and lab.
2. Update and install software
3. Research new equipment and make purchases on approval

Skills:

- a) Communication and organisational skills
- b) Computer/software skills/electronic skills

Producer

Responsibilities:

1. Controls overall sound and artistic direction of the recording and overall production quality of a song
2. Makes sure the recording is on time and on budget
3. Can be involved in the recording, mixing process
4. Deals with artists, record companies and managers
5. Gets the best performance out of an act
6. Works closely with sound engineers and audio technicians to include recording artist

7. Schedules recording times with artists
8. Supervises recording sessions and makes decisions. I.e. coach's artists, direct backing vocals etc.
9. Acts as a go between the artists and the engineer

Skills:

- a) Knowledge of the music business/recording process
- b) Aware of current trends in the industry
- c) Organisational/interpersonal skills
- d) A people person
- e) Ability to work long unsociable hours

Session Musician

Responsibilities:

1. Technical competent musician, proficient in at least 1 instrument – Bring own instrument to recording session
2. Back up the lead artists in a recording session/live concert
3. Play music for commercials/recordings etc.
4. Play for a track/album recording
5. Works with solo artists who have no band
6. Turns up on time as they get paid hourly rates
7. Rehearse music for recording
8. Follow instructions from Producers/Conductor etc.

Skills:

- a) Read Music/Sight read
- b) Proficient on their instrument
- c) Knowledge of musical styles and genres
- d) Calm under pressure
- e) Good time keeper

Mastering engineer

Responsibilities:

1. Complete audio mastering process for an album (adjust spacing between songs, compress it to optimise the volume, Applies EQ and effects to include fade in and fade out, adjusts volumes/dynamics)
2. Prepare and transfer audio from one raw format to the desired format to distribute to CD, Vinyl or tape etc.
3. Refine the sound quality and make changes to create an appealing sound

4. Makes tracks sound professional
5. Burn final master CD for delivery to Distributor

Skills:

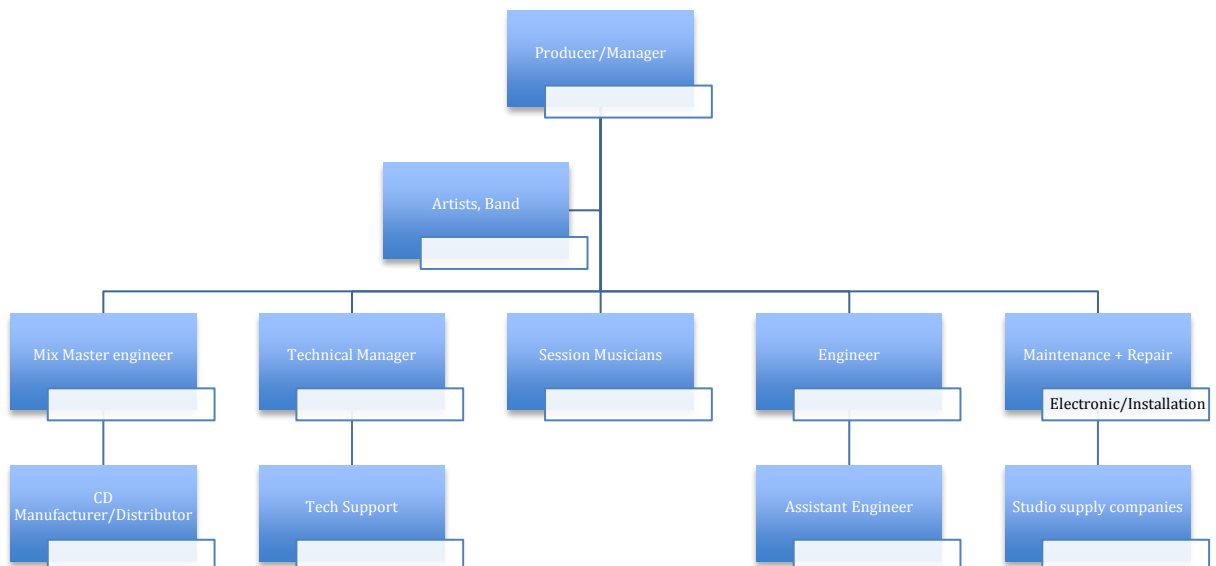
- a) Good ear
- b) Knowledge of mastering procedures
- c) Concentration for long periods of time
- d) Understanding of Music and theory

Cd Manufacturer

Responsibilities:

1. Produce master CD's with high quality multiple copies) (Cases, artwork, screen printing, packaging etc.)
2. Transport to distributor outlets (stores or on-line)
3. Duplicate CD's
4. Digital delivery through services i.e. iTunes

Overall of Recording Studio Personnel



Media and other roles

Music Journalist/Blogger

Examples: writer, music critic, and music reviewer – full time, part-time, freelance

Responsibilities:

1. Writing copy for publications in print or web – articles, reviews, biographies, research, - daily, weekly columns etc.
2. A staff writer (employed by a particular publication) or freelance (contributes to various publications)
3. Write articles and reviews for newspaper, music sections and the music press i.e. about artists concerts and albums
4. Conducts interviews (phone, face-to-face) and writes them up
5. Often receives demos from unsigned bands and goes to gigs then writes reviews
6. Attends shows, concerts and events
7. Listens to CD's, online music, and new talent. Reviews new records or music products i.e. classical reviewer, rock writer, jazz writer etc.
8. Responsible to the editor of the publication

Skills:

- a) Communication/Networking skills
- b) Excellent command of the written word
- c) Creative flair
- d) Inquiring nature/ Good time keeper
- e) Knowledge about the field of music being covered
- f) Enjoyment of music
- g) Ability to work under pressure



Media and other roles

Broadcaster – TV/Radio

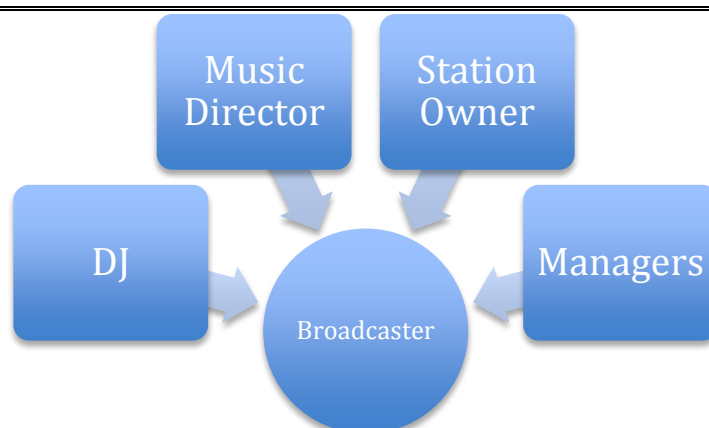
Examples: Radio producer, Program/Music director, Radio DJ, Video jockeys

Responsibilities:

1. Selecting music for broadcast, programming, audience targeting, research, writing, editing
2. Interview artists
3. Select music for TV and radio show – Video jockey – music videos on TV
4. Present music show and discuss trends
5. Controls the overall style and content of a radio/TV programme – Radio Producer
6. Responsible for putting playlists together – in collaboration with DJ: Radio Producer
7. Playing songs on air – Radio DJ
8. Programme Director: selects the stations format and program and schedules the programs at times to suit the target audience – can also select music for the playlist. Responsible for hiring, supervising and firing DJ. Responsible to Station Manager or owner

Skills:

- a) Working knowledge of Radio broadcasting equipment/ procedures
- b) In touch with audience listening tastes and trends to include area of broadcasting
- c) Clear, confident speaking voice and pleasant appearance
- d) Work as part of a team/supervise others
- e) Ability to work long hours/unsociable hours
- f) Project personality on air
- g) Good time keeper



Media and other roles

Software Programmer/App developer

Responsibilities:

1. Writing and/or coding software products such as apps, programs, packages, files, podcasts
2. Writing music packages for distribution on line
3. Create apps, musical programmes: Sequencing (Logic, Garage band), notation software (Sibelius), Music games)
4. Up date the programme software regularly
5. Create computer programmes that assist musicians with their training (aural tests, music theory)
6. Usually commissioned and paid by an artists and their record label or a software music company

Skills:

- a) IT programming

Retail and Distribution: Retail

Responsibilities:

1. Selling products to shops/music stores and on-line using retail techniques and skills
2. Moving CD's from warehouse to retail outlets, logistics, selling via mail order through on-line stores
3. Sells on-line: iTunes, spotify, amazon
4. Shops: HMV, Virgin, music shops

Retail and Distribution: Distribution – link between record company after mastering and manufacture is completed

Responsibilities:

1. Ensures albums are sold to shops
2. Sign deals with the record label that gives them the right to sell that label's products
3. Takes a cut of the income from each album sold