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 timeline.

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

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

![Diagram of the music industry roles](Diagram.png)
### 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
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:
- Knowledge of touring and promotion
- Marketing skills
- Accounting/budget knowledge
- Persuasion/negotiation skills
- Communication
- Computer/networking skills
- 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 its 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

<table>
<thead>
<tr>
<th>Responsibilities:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Writing copy for publications in print or web – articles, reviews, biographies, research, - daily, weekly columns etc.</td>
</tr>
<tr>
<td>2. A staff writer (employed by a particular publication) or freelance (contributes to various publications)</td>
</tr>
<tr>
<td>3. Write articles and reviews for newspaper, music sections and the music press i.e. about artists concerts and albums</td>
</tr>
<tr>
<td>4. Conducts interviews (phone, face-to-face) and writes them up</td>
</tr>
<tr>
<td>5. Often receives demos from unsigned bands and goes to gigs then writes reviews</td>
</tr>
<tr>
<td>6. Attends shows, concerts and events</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>8. Responsible to the editor of the publication</td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Responsibilities:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Selecting music for broadcast, programming, audience targeting, research, writing, editing</td>
</tr>
<tr>
<td>2. Interview artists</td>
</tr>
<tr>
<td>3. Select music for TV and radio show – Video jockey – music videos on TV</td>
</tr>
<tr>
<td>4. Present music show and discuss trends</td>
</tr>
<tr>
<td>5. Controls the overall style and content of a radio/TV programme – Radio Producer</td>
</tr>
<tr>
<td>6. Responsible for putting playlists together – in collaboration with DJ: Radio Producer</td>
</tr>
<tr>
<td>7. Playing songs on air – Radio DJ</td>
</tr>
<tr>
<td>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</td>
</tr>
</tbody>
</table>

**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 online
3. Create apps, musical programmes: Sequencing (Logic, Garageband), notation software (Sibelius), Music games
4. Update 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 online using retail techniques and skills
2. Moving CD's from warehouse to retail outlets, logistics, selling via mail order through online stores
3. Sells online: 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