

# Careers in the Music Industry



# Isn't the music business just like the X factor?

- X-factor and The Voice are **show-business**.
- The **music business** is the people who make money and a living out of music.



## But what If I don't play an instrument?

- Do you love music?
- The performer is only one tiny part of the Music Business
- There are 1000's of jobs working in the Music Industry
- There are new ones created every year as the industry evolves.



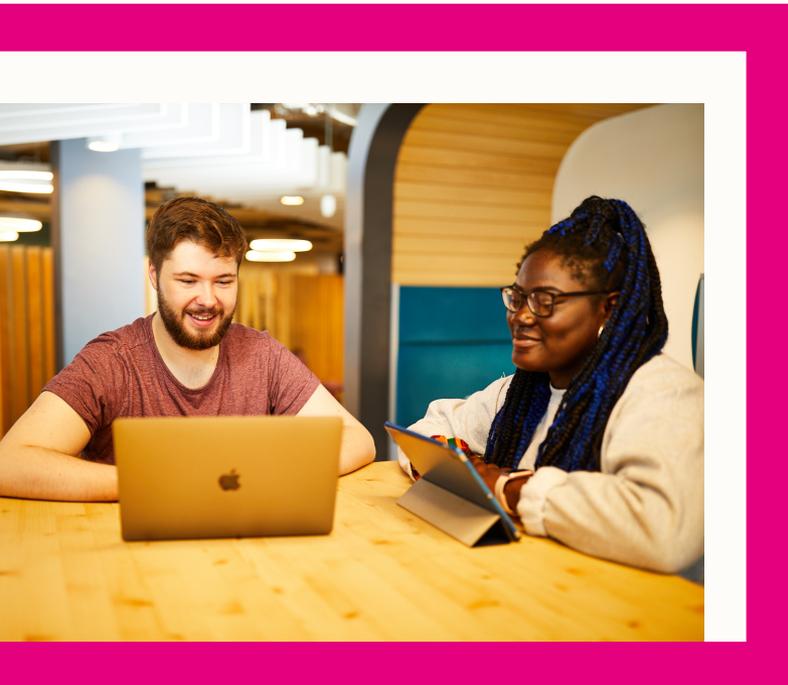
△ Leeds Conservatoire alumnus Mitch Page receives AIM Award for work with Scruff of the Neck Records

## The Live Music Scene



- Last year was a record year for live music in the UK.
- 30.9 million people saw their favourite artists live, everywhere from the tiny back room of a pub to a huge stadium gig.
- The **music industry** contributed **£5.2 billion** to the **UK** economy in 2018, with the live **music** sector hitting a record-high of **£1.1 billion**

## What opportunities are there?



- Different to your average 9-5 job
- Be an entrepreneur
- Travel the world
- There's a job for every kind of person
- Start your own business – see the gap in the market
- Be your own boss.

**WHAT MUSIC INDUSTRY JOBS  
OTHER THAN A SINGER/MUSICIAN  
CAN YOU THINK OF?**



# The Core Areas



Music  
Creation



Live  
Performance



Marketing



Music  
Services



Music Heritage  
and Tourism



Music  
Education

# The Promoter

- Puts on the gigs
- Books venues
- Negotiates a deal with the band/agent for the show
- Collaborates with bands and agents to agree on a date for a performance
- Promotes the upcoming gig to the local press, social media channels and radio



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# The Booking Agent

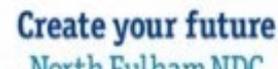
- Represents artist for all live performances
- Books all of the artists shows
- Goes to lots of live concerts and festivals
- Travels and sees the world
- Organises contracts for performances





# The Record Labels

- Invest in artists
- Release albums
- Nurture artists
- Develop brands



## Music Publisher

- Owns songs and compositions
- Makes money out of owning the copyright
- Signs writers



## Artist Manager

- Makes the decisions for their artists
- Shapes the career of the artists
- Makes money by taking a percentage of earnings

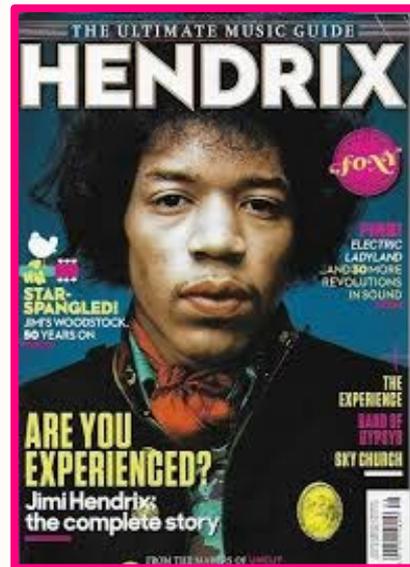
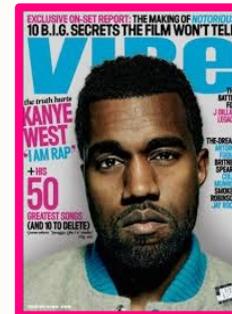
# Tour Manager

- Manages the day to day activities of an artist
- Travels the world
- Makes sure gigs and events run smoothly
- Problem solver



# PR / Press

- Pitch your artists to radio /physical press or online websites
- Try and get everyone talking about your artist





**Music  
Journalist**

# TASK

Create a profile of one of the jobs listed previously

Present this however you like but you should include:

- Job title
- A description of their function and list of activities they conduct
- Notable names within this line of work – people or organisations
- If it is relevant, then include some artists they work with

