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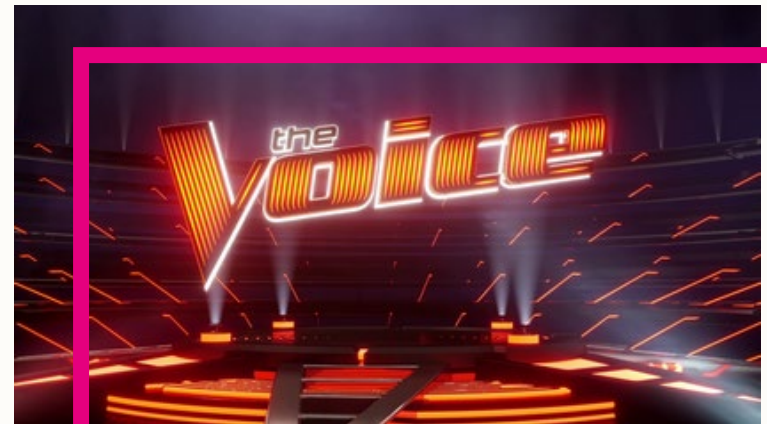
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LEEDS COLLEGE
of MUSIC

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.



△ LCoM 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.





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

