



CAREERS INFORMATION PACK

UK Music is the umbrella organisation which represents the UK's commercial music industry.

UK Music represents artists, musicians, songwriters and composers, record labels, music managers, music publishers, studio producers and music licensing organisations.



INTRODUCTION

BY UK MUSIC CHIEF EXECUTIVE,
MICHAEL DUGHER

There has never been a better time to choose a career in the music industry. It creates over 142,000 full-time jobs in hundreds of different roles and is growing all the time. Music is worth £4.4 billion to the UK economy and the Creative Industries currently employ 1 in every 11 people!

There are many different careers in, as well as many different ways into, this exciting business. You can earn while you learn as an apprentice, study for a degree or get paid while you work as an intern. The music business needs a lot of different skills and a diverse range of people.

Look at the list on the page opposite. You can be a recording artist. You can be a songwriter. Equally you could be their accountant or lawyer, PR manager or booking agent, concert promoter or tour manager, stage manager or producer. There are hundreds of jobs supporting successful

musicians, artists and songwriters and the skills you need to get one of those jobs are completely transferable and will set you up for life.

So, more opportunities, varied careers, a better environment and an exciting future. All you need is the information to make the right choices which this careers pack seeks to give you. UK Music wants to provide you with the information you need to make decisions about your future.

Many students might secretly wish to work in music but feel a career in the business is out of reach. It is not. Yes, it's hard and competitive, but not out of reach. If you use the support offered in this pack, and consider the new routes currently available, you may find your dream job. UK Music is committed to helping you find it.

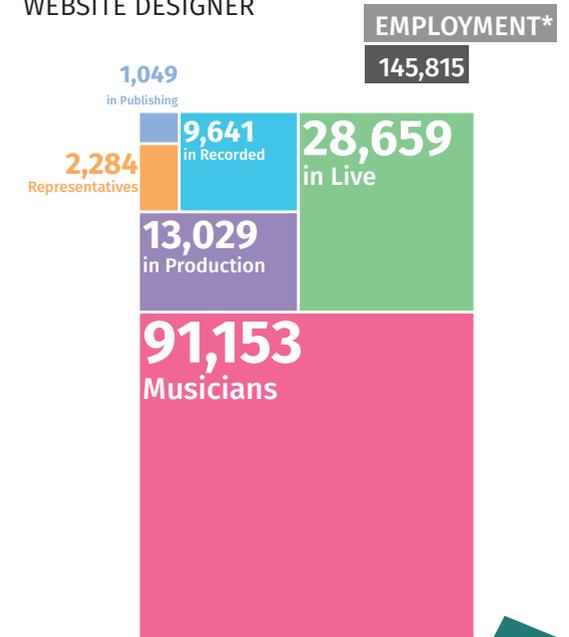


Michael Dugher
UK Music, Chief Executive

POTENTIAL CAREERS PATHS IN THE MUSIC INDUSTRY

- A&R MANAGER
- ACCOUNTANT
- ADVERTISING REPRESENTATIVE
- ARTIST / COMPOSER MANAGER
- BACKGROUND SINGER
- BLOGGER
- BOOKING AGENT
- BRAND MANAGER
- COMMUNITY ARTIST
- COMPOSER
- CONCERT PROMOTER
- DIGITAL PRINT MANAGER
- DJ
- FIELD MERCHANDISER
- FILM / TV / GAME COMPOSER
- INSTRUMENT MANUFACTURER
- INSTRUMENT TECHNICIAN
- INSURANCE MANAGER
- LAWYER
- LECTURER
- LIGHTING DESIGNER
- LIVE SOUND ENGINEER
- LIVE SOUND TECHNICIAN
- MARKETING REPRESENTATIVE
- MASTERING ENGINEER
- MUSIC JOURNALIST
- MUSIC PR
- MUSIC PUBLISHER
- MUSIC STORE MANAGER
- MUSIC TEACHER
- MUSIC TRADE ASSOCIATION
- MUSICAL DIRECTOR
- ORCHESTRA MUSICIAN
- PR MANAGER

- PRESS AGENT
- PRODUCER
- PRODUCT LICENSOR
- RADIO PRODUCER
- RECORD STORE WORKER
- RECORDING ARTIST
- RECORDING ENGINEER
- RECORDING MAINTENANCE ENGINEER
- RIGHTS MANAGER
- SESSION MUSICIAN
- SONGWRITER
- SONIC ARTIST
- STAGE MANAGER
- SYNC MANAGER
- TECHNICAL CREW
- TOUR COORDINATOR
- TOUR MANAGER
- WEBSITE DESIGNER



*Figures correct as of 2018

LOOKING TO STUDY MUSIC AT UNIVERSITY?

UK Music's Music Academic Partnership (MAP) is a collaboration between a select group of educational institutions and the membership of UK Music.

MAP is designed to maximise the employability of students enrolled in these institutions and ensure that they have the right mix of experience and skills most needed by the industry.

For more information please visit:

<http://www.ukmusic.org/skills-academy/music-academic-partnership/>

UK Music's MAP Institutions include:

- Academy of Contemporary Music (ACM) - <http://www.acm.ac.uk/>
- Access Creative College - <https://www.accesscreative.ac.uk/>
- British and Irish Modern Music Institute (BIMM) - <http://www.bimm.co.uk/>
- Birmingham City University, School of Media - <http://www.bcu.ac.uk/media>
- The Brit School - <http://www.brit.croydon.sch.uk/>
- Bucks New University - <http://www.bucks.ac.uk/>
- Coventry University - <http://www.coventry.ac.uk/>
- Leeds Beckett University - <http://www.leedsbeckett.ac.uk/>
- Leeds Conservatoire - <https://www.leedsconservatoire.ac.uk/>
- Liverpool Institute of Performing Arts (LIPA) - <http://www.lipa.ac.uk/>
- London College of Creative Media (LCCM) - <https://lccm.org.uk/>
- London South Bank University (LSBU) - <https://www.lsbu.ac.uk/>
- Southampton Solent University - <http://www.solent.ac.uk/>
- University of Central Lancashire - <https://www.uclan.ac.uk/>
- University of Hertfordshire - <http://www.herts.ac.uk/>
- University of Kent - <https://www.kent.ac.uk/>
- University of Liverpool - <https://www.liverpool.ac.uk/>

“Studying at LIPA presented me with a fantastic opportunity to learn about a wide variety of applications of sound technology from lecturers who have actually been there and done it in the industry. I found this gave me invaluable insight into the real workings of the music industry and as a result prepared me for career as a studio engineer.”

*James Mellor, Recording Studio Engineer
Studied Sound Technology at LIPA*



IF YOU'RE A CREATOR...

- Listen to all types of music for inspiration!
- Attend gigs to make connections and pick up tips on what it takes to perform.
- Constantly practice your art – whether you're a vocalist, instrumentalist, DJ, songwriter, producer or composer.
- Work with others and grow your network locally and using social media.
- Take as many opportunities to perform – or to get your creations performed and played – as you can to hone your craft and your material.
- When you feel ready, begin researching local music venues and send your music to them. One of the best ways of doing this is putting your music up on Soundcloud or BandCamp – often venues will ask for a link to these sites. If you are lucky, they may invite you along to play at their venue. However do not be discouraged if you do not hear back from the venue as they will receive a lot of music each week.
- You should register your creative works with the Performing Rights Society (*PRS for Music*) and Phonographic Performance Limited (PPL) who will collect royalties on your behalf. Royalties are a form of payment for musicians, songwriters, composers and rights holders. Therefore it pays to register your creative works with *PRS for Music* and PPL.
- If you are a musician join the Musicians' Union, a composer or songwriter join BASCA or a producer join the Music Producers Guild
- Learn about protecting your creations – your intellectual property – through IPO's Cracking Ideas.

WHAT A YOUNG MUSICIAN SAYS

“When it comes to songwriting and performing, the most important aspect of you and your music is passion. If you don't truly believe in and love what you are creating, then you can't expect an audience to feel the same way.”

*Phoebe Katis, theme songwriter for
BAFTA nominated film 'Kajaki'*



APPRENTICESHIPS IN THE MUSIC INDUSTRY: A GUIDE

WHY BECOME AN APPRENTICE?

Put simply - earn while you learn! As an apprentice you'll earn at least minimum wage and get a qualification at level 2, 3 or higher!



You'll also get on the job experience that employers value so you can really grow your skills quickly.



You'll get employed for at least a year and develop good links in the industry.



You'll get support from you employer and training provider - the best of both worlds!

THE TYPES OF APPRENTICESHIPS IN MUSIC

Love music? There are lots of ways you can work in the industry



Business Administration



Digital Marketing



Data Analyst



Creative & Digital Media

& more!

“ I have been a full-time employee at PRS/ICE for 5 years now and this was all thanks to the opportunity given to me through my apprenticeship. I continue to learn from colleagues the complexities of copyright whilst building working relationships with various stakeholders in an industry I am fully supportive of. ”

*Jerome Camacho, General Assistant at ICE Services
Former PEL Services Support Assistant – Apprentice*



NEXT STEPS

- Look at the websites listed below to get a feel for the opportunities in music and / or creative apprenticeships.
- Think about what part of the industry you'd enjoy and what skills you would like to learn.
- Contact UK Music so we can discuss the options with you.

T: 020 3713 8444 E: info@ukmusic.org

W: www.ukmusic.org

FOR GUIDANCE:

<http://www.ukmusic.org/skills-academy/apprenticeships>

<https://www.getingofar.gov.uk>

<https://ccskills.org.uk/careers>

<http://www.divaapprenticeships.com>

TO FIND AN APPRENTICESHIP:

<http://www.ukmusic.org/skills-academy/jobs>

<https://www.findapprenticeship.service.gov.uk/apprenticeshipsearch>

London: <http://www.divaapprenticeships.com/apprenticeships>

Scotland: <https://www.apprenticeships.scot/>

Wales: <https://www.careerswales.com/en/jobs-and-training/job-seeking/vacancy-search/what-is-an-apprenticeship>

Northern Ireland: <https://www.nidirect.gov.uk/campaigns/apprenticeships>

BEHIND EVERY ARTIST IS A TEAM OF PEOPLE WHO LOOK AFTER EVERY ASPECT OF THEIR CAREER HERE ARE SOME KEY ROLES...

ARTIST – An artist can create assets through the performance of composition e.g. live performance, the recording of the performance and generating income by exploitation of their own brand.

ARTIST MANAGER - A music manager is the primary representative of an artist. Their job is to outline the possibilities and agree a set of objectives with the artist. This often includes establishing and running an artist's business and the co-ordination role of all the music professionals that interact with that business. An artist's objectives can be many and will usually evolve over their career as the market and the world changes.

COLLECTION MANAGEMENT ORGANISATIONS (CMOs) – CMOs represent lots of creators collectively, to manage their rights and collect royalties on their behalf. There are two music CMOs in the UK who, in different ways, represent artists. *PRS for Music* collects royalties on behalf of songwriters and composers (and music publishers) when their songs are played in public, broadcast on radio/TV, used online or copied onto CDs or DVDs. PPL carries out a similar role for performers, and also for those who own the rights in recordings of music (this usually means record companies but also includes self-releasing artists).

MUSIC AGENT - A music agent is the person who actively seeks gigs for an artist or band across their territory, negotiating the artists' fee for each gig.

MUSIC LAWYER – A music lawyer handles the drafting and negotiating record labels and live performance contracts, as well as publishing, managers and agents' contracts on behalf of the music artist.

MUSIC PRODUCER - Overseeing the creating of music is the producer's primary job. They decide what is played, when it is played and the sounds that are used on an artist's track.

PUBLISHER – A music publisher licenses the use of an artist's musical work and collects royalties on their behalf. They license music to a host of digital services including Spotify, iTunes as well as television channels and films. Music publishers invest time, money, creativity and passion into the development of an artist and the careers of songwriters, whilst commissioning, registering and promoting an artist's work.

RECORD LABELS - Each of the major record labels (Sony, Universal and Warner) are home to smaller labels which often group together musicians of a specific genre which can be served by the label's expertise. Some of the most successful labels in the UK are independent labels including: Beggars, Mute, Domino and XL.

Regardless of the size of the record company, there are a number of roles that need to be fulfilled in order to discover talent, make a record, market and distribute a single or an album, and deliver that content to music fans.

The success of an artist will need the support of those within the sales, publicity, promotions, marketing, legal, business affairs, and A&R departments. And, of course, every company requires financial and IT experts and secretarial staff.



ADVICE FOR INTERNS

HOW CAN YOU SPOT A GOOD QUALITY INTERNSHIP?

A good internship should pay at least the National Minimum Wage and will be advertised publicly.

The internship job description should be detailed and show a variety of tasks. You should expect to be invited for an interview.

The internship itself should be well structured and you should have a designated manager to provide you with support and direction throughout.

THE TYPES OF INTERNSHIPS IN MUSIC

It is important to be clear about the role you want to pursue in the industry and do your research into the types of businesses you want to work for.

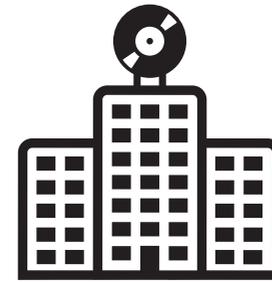
Once you've found the opportunity you want to apply for it is essential that you give yourself the best chance of standing out from the crowd.

Here are a few of our top tips for landing your dream job:

- It's not enough to say that you are 'passionate about music'. You need to demonstrate how you love music, do you attend gigs? Or blog about your favourite bands? Adding extra detail will set you apart from other applicants.
- It sounds obvious but check your applications and CV for spelling and grammar mistakes, these careless mistakes could mean you will not even be considered for an interview.
- Do your research and find out more about the business you're applying for. If you're applying for a job at a record label or a publisher find out what artists they have on their roster and make reference to that.
- Be persistent, getting an internship in the music industry can be tough but can be extremely rewarding!

UK Music Internship Code of Practice

<http://www.ukmusic.org/skills-academy/internship-code-of-practice/>



**MUSIC
INC.**

Music Inc, is a free app which allows players to take on the role of managing aspiring musicians. The app is the result of a collaborative effort between UK Music, the Intellectual Property Office and Aardman Animations, and is designed to give young music fans an insight into the modern music industry and to let them experience the challenges encountered by artists in the digital age.



USEFUL LINKS:

UK Music Apprenticeship Scheme

<http://www.ukmusic.org/skills-academy/apprenticeships/>

UK Music Internship Code of Practice

<http://www.ukmusic.org/skills-academy/internship-code-of-practice/>

PRS for Music

<https://www.prsformusic.com/Pages/default.aspx>

Jobs at PRS for Music

<https://www.prsformusic.com/about-us/working-for-us>

PPL

<http://www.ppluk.com>

Working with PPL

<http://www.ppluk.com/en/About-Us/Work-For-Us>

Musicians' Union (MU)

<https://www.musiciansunion.org.uk/Home/Join/Process/Join-Process?Level=Student>

BPI

<https://www.bpi.co.uk>

The Big Music Project

<http://www.thebigmusicproject.co.uk>

JAMES (Education Representative for MPG)

<http://www.jamesonline.org.uk/consultation/advice/careersin>

Apprenticeships

<https://www.findapprenticeship.service.gov.uk/apprenticeshipsearch>

DiVA Apprenticeships

<http://www.divaapprenticeships.com>

Cracking Ideas

<http://crackingideas.com>

Universal Music

<http://www.universalmusic.com/careers>

Sony Music

<http://www.sonymusic.co.uk/careers>

Warner Music

<http://www.warnermusiccareers.com/careers>

Beggars Group

<http://www.beggars.com/group/jobs>

Live Nation

<http://www.livenationentertainment.com/careers>

Music Business Worldwide

<http://www.musicbusinessworldwide.com/jobs>

Handle

<https://www.handle.co.uk>

Music Market

<http://www.artsandmedia.org/home>

CC Skills

<https://ccskills.org.uk>

The Guardian Music Industry Jobs

<http://www.theguardian.com/careers/find-job-music-industry>

Guide to Getting into the Industry

<https://www.digitalmusicnews.com/2015/09/09/the-young-persons-guide-to-getting-into-the-music-industry>

BBC Introducing

<https://www.bbc.co.uk/introducing>

Urban Development

<http://www.urbandevelopment.co.uk>

30 Pieces of Advice From Music Industry Entrepreneurs

<https://www.ventureharbour.com/30-pieces-of-advice>

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