

CCSMB15

Identify development and repertoire opportunities for artists



Overview

This is about being able to spot artists with commercial potential and being able to develop that potential. You must have a passion for music and a good knowledge and understanding of the distinction between genres of music. It will be crucial for you to keep up to date with trends in music, with particular focus on consumer and digital trends. You will be expected to select promotional routes for different pieces of music and introduce recommendations with repertoire. Excellent communication skills are essential as you will be expected to develop and maintain working relationships both with colleagues and artists.

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Performance criteria

Select promotional routes for different pieces of music

- You must be able to:*
- P1 identify and access music products with commercial potential
 - P2 evaluate the merits and shortfalls of pieces and types of music
 - P3 make recommendations for appropriate promotional routes for different types and pieces of music

Develop productive working relationships with artists and colleagues

- You must be able to:*
- P4 liaise and negotiate effectively with artists to ensure their expectations and those of your organisation are met
 - P5 work with colleagues to ensure artists' expectations and those of your organisation are met
 - P6 establish and maintain network contacts to ensure opportunities to develop new and existing artists are exploited
 - P7 keep colleagues briefed on developments

Advocate repertoire developments with artists and colleagues

- You must be able to:*
- P8 present repertoire recommendations
 - P9 justify repertoire recommendations to artists and colleagues

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Knowledge and understanding

You need to know and understand:

- K1 how to spot artists with commercial potential
- K2 how commercial potential can be developed
- K3 the distinction between genres of music
- K4 the different promotional routes for different genres of music
- K5 your organisation's rules and procedures for recommending selections to publishers
- K6 how to develop productive relationships with artists and colleagues
- K7 how to make a case for the promotion of different musical genres

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