

CCSMP03

Contribute to the production and distribution of mail outs in a music publishing environment



Overview

This unit is about you supporting the production and distribution of material to be used as mail outs. Mail outs could take the form of either hard copy or electronic copy.

Excellent communication skills are required to develop positive working relationships both internal and external to the organisation.

See also MP31 Communicate effectively in a music publishing organisation

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Performance criteria

You must be able to:

- P1 collate information on the mail out requirements
- P2 identify with the appropriate person/authority the resources and time scales needed to produce the material
- P3 collate relevant information and material from appropriate sources
- P4 assist in the development and distribution of mail outs
- P5 assist with the communication with appropriate internal and external people to ensure the material is produced and delivered in accordance with agreed requirements
- P6 identify any errors or omissions in the proof
- P7 keep clear, accurate and complete records of contacts to whom the mail out has been sent
- P8 monitor responses to mail-out
- P9 notify any problems or difficulties which are beyond your own control and responsibilities to the appropriate person

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Knowledge and understanding

You need to know and understand:

- K1 how to contribute ideas on innovative, cost effective methods of sending mail outs
- K2 how to develop and distribute electronic and paper mail outs
- K3 the types of information and material required for specific mail outs
- K4 how to proof materials
- K5 methods of distribution for mail outs
- K6 the importance of developing and maintaining good working relationships both internal and external to your organisation
- K7 how to record and analyse responses to mail outs
- K8 who to report problems or difficulties to

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Suite Music Business (Publishing)

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