

CCSMP11

Support a music publishing promotional campaign



Overview

This is about providing support to those carrying out a promotional campaign for a music publishing organisation. It could relate to a publishing brand or a particular area of a catalogue, individual songwriters or composers, or to printed music items for sale or hire. You will need to help select, prepare and distribute campaign material and help with the planning of publication and event dates.

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Performance criteria

You must be able to:

- P1 work with colleagues to produce campaign material
- P2 assess previous similar campaigns to guide planning process
- P3 help devise a promotional strategy
- P4 help devise a promotional timeline and plan (including budgets)
- P5 agree timeline and budget with appropriate people
- P6 monitor results against expectations and revise strategy, plan and budget
- P7 consult with colleagues to obtain accurate information on verbal and visual content for campaign material
- P8 communicate with appropriate suppliers to ensure effective campaign material is produced accurately and to deadlines
- P9 check that campaign material complies with DDA requirements
- P10 check campaign material complies with relevant advertising standards code of practice
- P11 keep appropriate colleagues informed of developments
- P12 communicate revisions to relevant parties
- P13 assist in producing and maintaining an accurate diary of event dates
- P14 obtain information on any changes
- P15 record agreed changes in the diary and ensure colleagues are kept informed
- P16 communicate agreed changes to all relevant people to ensure release and event dates run to schedule
- P17 liaise effectively with outlets and other recipients to ensure campaign material is distributed accurately and on time
- P18 assist in evaluating the effectiveness of a campaign
- P19 identify sources of finance, including campaign budgets and, if relevant, sponsorship
- P20 communicate effectively with funders and sponsors where necessary
- P21 provide information to funders and sponsors, accurately and to deadlines

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Knowledge and understanding

You need to know and understand:

- K1 the different roles within a music promotion/marketing team
- K2 the factors affecting a promotional campaign
- K3 the promotional methods used within the music industry
- K4 the strengths and weaknesses of different promotional tools
- K5 the financial implications and the importance of sponsorship where appropriate
- K6 the types of income streams available to the music industry
- K7 the importance of compliance with the relevant regulatory authorities when advertising products
- K8 how to plan and co-ordinate activities and resources

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Developed by	Creative and Cultural Skills
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Date approved	December 2010
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Indicative review date	
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Validity	Current
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Status	Original
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Originating organisation	Creative and Cultural Skills
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Original URN	MP11
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Relevant occupations	Arts, Media and Publishing; Performing Arts; Crafts, creative arts and design; Publishing and information services; Artistic and Literary Occupations; General; Elementary Administration Occupations
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Suite	Music Business (Publishing)
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Key words	Music Publishing, Music Business, writers, composers, promotions, promotional campaign
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