

CCSMP26

Issue licences for usage of published copyright works



Overview

This unit involves handling enquiries relating to licensing usage of published copyright music including print, synchronisation, games, grand rights, sampling and other usages not covered by collecting societies.

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Performance criteria

You must be able to:

- P1 assist with monitoring licensing contracts.
- P2 identify and analyse applications for music use and apply the appropriate licence and rate in order to maximise licensing revenue
- P3 prepare and process all clearance, licences and associated administration
- P4 monitor activities of potential licensees
- P5 provide advice and assistance on all licensing procedures, fees and queries
- P6 apply procedure for obtaining licenses for sampling works from other publishers' catalogues or issuing licences for use by other publishers
- P7 ensure accurate records of licensed works and deals are kept up to date
- P8 establish relationships with clients both face to face and over the phone
- P9 attend conferences and events related to the industry
- P10 liaise with writers or composers as required regarding the fees, terms and conditions of the license
- P11 demonstrate a knowledge of core licensing processes and procedures including a detailed knowledge of all forms/paperwork despatched by the department.
- P12 allocate and process customer payments raising invoices, credit notes, refunds and VAT receipts as required.
- P13 undertake initial investigation and possible resolution of any invoice issues arising
- P14 assist in the collection of new business leads; maintaining appropriate data.
- P15 provide an efficient and effective first point of contact for customers, follow up and resolve issues and queries.
- P16 assess cases and, where applicable, escalate to legal status; recognising the difference between infringement and bad debt.

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Knowledge and understanding

You need to know and understand:

- K1 what the different types of licence are, what they cover and why they exist
- K2 relevant aspects of the music industry, including different genres of music and the roles of different organisations within the industry
- K3 how to influence, negotiate and build long term client relationships
- K4 copyright law and licensing
- K5 the role of collecting societies
- K6 the benefits of music in adding value to music users' business
- K7 rights, territories and clearance required by all parties
- K8 Different rates in order that customer information provided is accurate and professional.
- K9 How to provide excellent customer service

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