

MMF CANADA TRAINING & EDUCATION

EXPECTED COMPETENCIES AND OCCUPATIONAL STANDARDS FOR ARTIST MANAGERS

If a manager does not personally hold competency in an area and cannot adequately learn within the time required, they will commit to consulting or hiring a person with experience in that area.

Knowledge/Understanding

- Demonstrates knowledge of the music industry, including the role they play in an artist's career.

Strategy

- Develops a cohesive plan of action taking into consideration the goals set out by the artist.

Accounting/Finance

- Has a financial understanding of the music industry, how various stakeholders contribute to the artist's financials (vs. their own), how to read royalty statements, how to apply and accurately account to granting bodies, and how to make sure all revenues payable to the artist are collected.

Legal/Contractual

- Understands all traditional contractual models from various revenue sources - including new media agreements – and will maximize all agreements to the benefit of the artist. Manager will assist hiring the artist outside counsel where necessary.

Marketing/Branding/Sponsorship

- Understands merchandising, branding and sponsorship. Understands it's necessary to match the artist to brands, sponsorship and merchandising opportunities aligned with the artist's branding and values.

Sync

- Can identify and secure the sync and brand partnerships that align with artist's branding and values.

Music Publishing

- Understands music publishing and the variety of ways in which the artist can earn royalties through publishing.

Live Events

- Can manage live performances – planning, budgeting, accounting (including tax and insurance) and logistics (nationally and internationally).
- Understands how to organize and manage artist run events.
- Strives to create safer spaces for all groups of people including the artist, staff, and attendees.

Recording and promotion

- Understands how to schedule recording and the related release, marketing, and promotion of recordings nationally and internationally.

Negotiation

- Has strong negotiation skills with professional representatives (e.g. lawyers, publishers, recording industry, media, marketing etc.) and other possible stakeholders

Business Acumen

- Can develop and make deals that are in the best interest of the artist

Networking

- Recognizes the importance of research, networking, and the value of personal communication skills.

Diplomacy

- Knows how to navigate their business, career, and their artists' careers without unwittingly causing damage through poor communication or lack of regard for industry standards.

International

- Has a broad understanding of the international music industry and understands nuances of different markets and the challenges of working an artist overseas.

Digital

- Keeps up-to-date with Digital/ New Media and other technologies – understanding the threats and opportunities that technological developments offer.

Copyright

- Understands the main principles of copyright; licensing vs assignment, the different aspects of Publishing/Recording (Master) rights and neighbouring rights and how to manage these.

Image

- Understands and knows how to work with name and likeness rights.

Health and Safety

- Acknowledges and understands health and safety in the context of the artist's working environment, including knowledge of issues such as safer spaces and harassment, and how to address concerns if they arise.

Labels

- Knows how a label functions and how to build an artist owned label/publisher and relevant products.
- Understands how to liaise with record label partners and ensure that the label is fulfilling contractual obligations and the artist's needs are being met.

Public Relations/ Media

- Understands how to work with public relations and media.

Continuing Professional Development

- Values personal development and broader business skill development that contribute to a successful managerial career in the music industry.

Complexity

- Understanding of broader creative industry opportunities to assist lateral development of artists career (fashion, media, presentation, journalism, etc.)

Vulnerability

- Understanding the legal frameworks that govern minors in the entertainment industry.
- Understanding and acknowledging cultural and historical relevance (including oppression) of working with artists from equity-seeking communities by continuing to educate and learn about their community, and applying this knowledge to elevate the artist's workplace experience.
- Understanding issues related to alcohol, substance abuse, work/life balance, resilience, mental health and all aspects of wellbeing support for themselves and the artists they represent.