

**AGENT:** Part of the artist's team. They book concerts, participate in commercial/TV placement, tour sponsorships, and TV/public appearances. Agents do NOT support recorded music, songwriting, or merchandising. Typically receive 5%-10% of revenue generated from their supporting role.

**A/V TECH:** Responsible for ensuring the success of show and event productions by performing the technical aspects related to a show's audio and video production. Assists in all aspects of stage operation and on-site A/V operations.

**BOOKING AGENT:** Secures bookings for musical talent. If their act is unknown to the public, the booking agent must work to book engagements. If the artist is well known, clubs and promoters will contact the booking agent to request performances at their venues.

**BOOKERS/TALENT BUYERS:** Schedules live performances for venues. They handle all financial matters in connection with the show dates. The talent buyer works directly with agents, managers, and artists to confirm the details of a show including compensation, lineup, ticket price, showtime, merch sales, etc. In some cases, bookers may even be involved with promoting the events they book.

**BOX OFFICE MANAGER:** Responsibilities include day-to-day operations, training and managing box office staff, ticketing department, sales, and event reporting. They must be proactively involved in communication with event partners prior to and during ticket sales periods and in post-event evaluation of the effectiveness of ticketing programs. Box office managers must also train staff to ensure customer satisfaction during the ticket buying process.

**BUSINESS MANAGER/ACCOUNTANT:** Part of the artist's team. They are responsible for all financial matters for an artist. Usually, an accountant by trade, handles financial affairs for recording artists. The business manager pays all bills, collects payments, files tax documents, and oversees investment strategies for the artist. Typically receives 15-30% of an artist's revenue.

**COSTUME ATTENDANT:** Works as part of a team having responsibility for assisting performers in their costume changes during performances. They must select, fit, and alter costumes according to performers' role and body shape.

**CONCERT PROMOTER:** Puts concerts together by managing all details of presenting a show (concert, club, festival) including identifying talent, marketing, fundraising/sponsorship, venue specs, hospitality, etc. Concert Promoters can be companies or individuals. Most individuals who are concert promoters work for a larger company.

**GRIP (RIGGER):** Responsible for ensuring the success of show and event productions by performing the technical aspects related to show production. Assists in all aspects of stage & load in operations and all on-site lighting & stage set up including hanging lights, spotting camera operators, and constructing sets. They work as part of a team responsible for ensuring the success of show and event productions.

**LIGHTING TECHNICIAN:** Responsible for rigging lights, setting up equipment and ensuring on-stage lighting effects are delivered based on artist specifications that complement live shows. Supports load-in and break-down of live events. Techs are responsible for ensuring the proper care and handling of all lighting equipment.

**MONITOR ENGINEER:** Responsible for maintaining control of monitor sound effects and mixing during sound checks and live shows. Assures that all monitor equipment is working properly.

**MARKETING COORDINATOR:** Responsible for multiple tasks that drive the success of marketing efforts for venues. Tasks include updating show information across communication channels (website, app, social), automated communications, coordination and delivery of marketing assets supporting live shows.

**MARKETING MANAGER:** Leads marketing campaigns, works closely with public relations and advertising departments, and develops concepts and budgets. Responsibilities include development and presentation of marketing plans, direction and implementation of marketing promotions, and management of advertising budgets for live events and initiatives.

**MERCHANDISE MANAGER:** Oversees merchandising (merch) displays for artists through efficient communication with venues. This individual develops staffing schedules, manages inventory and sales goals, runs POS (point of sales) systems, handles all aspects of payment processes, and training of local sellers.

**MUSIC ATTORNEY:** Part of the artist's team. They are responsible for handling the legal needs of the artist. The attorney negotiates and prepares contracts, handles copyright and trademark infringement suits, and applies for new copyrights and published material on behalf of the artist. Typically, the attorney works on a retainer (a set fee) rather than receiving an hourly rate of service from the artist.

**MUSIC HALL MANAGER:** Manages concert hall, oversees all activities and employees working front of house during live performances at the venue including security, servers, bartenders, and VIP Hosts.

**PERSONAL/ARTIST MANAGER:** Part of the artist's team. They oversee and coordinate the business operations of an artist. They work with artists to provide career direction, artist representation, and marketing strategies, and can help secure merchandising and sponsorships. Typically receive 15%-20% of an artist's gross earnings.

**GENERAL MANAGER:** Manages budgets and is responsible for implementation of local safety regulations and compliance requirements. Oversees department leaders and handles day-to-day logistics and operations of the venue. Responsibilities include overseeing live show schedules, controlling inventory, leading department staff meetings, supervising venue trainers, tracking revenue and expenses, and monitoring the completion of venue goals.

**PRODUCTION MANAGER:** Oversees all technical staff for live entertainment. Advances with bands and touring acts to ensure lighting, sound, load-in, and staging needs are agreed upon and effectively delivered.

**PUBLICIST:** Works closely with marketing teams by creating press conferences, press releases, developing appearance opportunities, and coordinating with event photographers for development and alignment of artist image.

**PUBLIC RELATIONS MANAGER:** Secures media coverage of artists by coordinating with news companies to offer tour/new music coverage, press releases, artist schedules and conducting interviews. They focus on establishing a network amongst media outlets, publicists, booking agents, and show promoters.

**PROCUREMENT MANAGER:** Responsible for sourcing equipment, goods and services and managing vendors for venues, amphitheaters, and festivals. They lead strategic planning across multiple categories of spending, searching for the best deals, and finding the most profitable suppliers.

**SOCIAL MEDIA MANAGER:** Responsible for creating strategies to gain and manage a social media platform fanbase by increasing followers through campaigns, analyzing media trends to capture audience attention, reporting metrics, and maintaining a schedule for social media posts.

**SOUND TECHNICIAN:** Sets up and uses soundboard and other sound equipment during performances, ensuring that levels are correct, and the sound mix is correct for the space. Techs are responsible for ensuring the proper care and handling of all sound equipment.

**SPECIAL EVENTS MANAGER:** Generate revenue in live event spaces through successfully meeting sales quotas and developing and maintaining client databases. The special events manager is part of a team that coordinates staff, personnel, and clients to plan and execute a variety of live events.

**STAGE MANAGER:** In charge of distributing stage layouts, organizing load-in and sound check schedules, keeps track of the Run of the Show and stage equipment during live shows. They also ensure visiting artists receive agreed upon services communicated through artist riders.

**TOUR MANAGER:** Responsible for making sure a concert tour runs smoothly. Their job focuses heavily on logistics and involves overseeing the tour finances, planning and coordinating travel logistics, and making sure crews and artists are where they are supposed to be throughout the tour.

**TOUR PRODUCTION MANAGER:** Oversees and coordinates all tour production elements and personnel. They work closely with tour managers, helping with the details related to the production of the live shows. They assist in advancing shows and scheduling and coordinating both touring crews and the local crews.

**VENUE LEVEL HOURLY AND ENTRY LEVEL POSITIONS:** Servers, retail clerks, security staff, ushers, ticket sellers, hospitality staff, bartenders, merch sellers, hosts, event set up, facilities maintenance, reception/administrative support, accounting clerks, stagehands, and VIP services.