



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	LABEL MANAGER
Position no:	50037357
Team:	[ABC Commercial]
Department:	ABC Contemporary Music
Location:	Ultimo
Reports to:	SENIOR LABEL MANAGER 50039707
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 7]
HR Endorsement:	30/11/2021

Purpose

Manage the Gross Revenue, Gross Profit and Net Profit targets for Kids Music and Special Project releases and back catalogue in line with business strategy and objectives.

Key Accountabilities

- Identify and sign new kid's music artists and manage the recording/licensing of their releases, including liaising with artists, management and producers. Create concept releases and compilations about the ABC Kids Music and ABC brands.
- Establish and maintain strategic relationships with the music distributors and ensure that all artist/manager and business partner's relationships are maximised.
- Discover and develop new music releases within the ABC music recordings archive and manage and implement through to release.
- Lead the brand management of each release and the full production of the product releases and marketing tools, including label copy, artwork and master.
- Oversee all aspects of the marketing of products including the formulation of marketing plans and budgets in association with the distributor, creation of advertising and materials, and creation of all marketing assets.

- Oversee the content creation and management with the explicit intention of digital exploitation in addition to the secondary digital exploitation of existing back catalogue product.
- Write copy for press releases and sales sheets and follow up and monitor distribution of sales and press release information.
- Research the market regularly for new ideas in marketing and promotion for both physical and digital platforms, with a strategic focus on both physical and digital retailing of music content.
- Under broad direction of the Senior Label Manager and Head of ABC Music & Events, manage the finances of product production and marketing in relation to each product release and the annual budget for the Kids Music and Special projects income stream.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

Key Capabilities/Qualifications/Experience

1. Current and substantial knowledge of the Australian and International music industry is essential. Proven experience working with Children's Music and back catalogue is desirable.
2. Demonstrated extensive experience understanding of both physical and digital marketing of music, including the ability to effectively communicate and implement strategy.
3. Demonstrated substantial skills in creation and management of financial budgets, forecasting and Profit and Loss monitoring.
4. Excellent partner/relationship management, interpersonal, problem-solving and written and verbal communication skills with the ability to present ideas and information clearly.
5. Excellent organisational skills with the ability to work under pressure, balance multiple priorities, and maintain high level of attention to detail.
6. Strong adopter and user of internet technologies and highly computer literate with highly advanced skills in a range of applications, including the ability to quickly learn proprietary systems and tools.
7. Demonstrated understanding and passion to source and create authentic content which represents the broad diversity of the Australian community, including stories that reflect a range of cultural and linguistic backgrounds and Indigenous communities where editorially relevant.
8. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
9. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.



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