

## Music Industry Data Analyst – Music Publishing (KTP Associate)

Job Ref: REQ180374

A KTP (Knowledge Transfer Partnership) is a collaboration between a university and company, jointly funded by the Company and Innovate UK.

This KTP is an 18 month project between Loughborough University and Sentric Music Limited. KTPs aim to help businesses improve their competitiveness and productivity through the better use of knowledge, technology and skills that reside within the UK Knowledge Base.

**The KTP Associate will be based primarily at the Company premises in Liverpool but will spend time at Loughborough University.**

### Introduction to the company

Sentric Music is an award winning international music publishing company headquartered in Liverpool, UK, with offices in London, Amsterdam, Hamburg, New York and Los Angeles. Representing over one million copyrights from over 150,000 songwriters, the company proudly owns and administers worldwide hits from the 60's, 70's, 80's & 90's and some of the most exciting new music around today. Recent chart successes include Drake's 'One Dance' that was a worldwide number one, winning the company multi-platinum status and two BMI Awards.

The music publishing industry has seen a step change over the past decade as the way music is consumed has continually transitioned in the online world. Sentric's platform will harness this new environment and integrate data from sources around the world to ensure that its users have unrivalled access to information. For more information, see <https://www.sentricmusic.com/>.

### School/Department summary

The project will be led by Dr Allan Watson of the Department of Geography and Centre for Research in Communication and Culture (CRCC). CRCC is an interdisciplinary centre, crossing over social science and humanities disciplines to draw on theories and methods in social psychology, sociology, politics, history and geography. Renowned for the breadth of our research, we range across interpersonal and small-group communication, social media, political communication, media education, mainstream communications - including digital and online and the analysis of communicative work, such as tourism, popular music and memory. Our core research themes are all regarded as world-leading (REF 2014). This project falls under the centre's Culture, Economy and Policy theme. For more information see <http://www.lboro.ac.uk/research/crcc/>.

### Project outline

This is an 18 month KTP project between Loughborough University and Sentric Music. Focusing on the relationship between social media and publishing royalties, the project will seek to embed within the company the ability to collect, analyse, interpret and present traditional and non-traditional data sets. This will feed into more personalised communication methods and 'calls to action' via Sentric's proprietary rights management platform, Rightsapp, with the aim of increasing artist earnings.

## Job Description

### Job Grade: Other

### Job Purpose

The KTP Associate will:

- Familiarise themselves with the company, their existing processes and the data available.
- Work alongside the academic team to undertake detailed analysis and interpretation of the project data, and supporting research and commercial-scoping activities.
- Produce reports to senior management team on data analysis findings and client needs.
- Assist the company in developing and implementing a new commercial application along with appropriate communication and artist-engagement strategies.
- Provide training to existing Sentric teams as necessary.
- Contribute to academic research papers.

### Job Duties

- Carry out the KTP project tasks and deliver the outcomes as outlined in the project plan.
- Manage the project and disseminate the findings to the project team.
- Undertake KTP management training, as well as other courses as deemed necessary.
- Write R&D reports, and present these at the Local Management Committee (LMC) meetings, as well as at national conferences and symposia with other members of the project team.
- Prepare research papers for publication in highly acclaimed learned journals, in line with the expected scholarly activities of the University Research Staff, but in accordance to the commercial sensitivity of collaborating companies.
- Travel to Company clientele and to various other locations within the UK, and possibly overseas, as required.
- To undertake such other duties as may be reasonably requested and that are commensurate with the nature and grade of the post.

### Points To Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

Previous KTP associates or employees of Sentric Music are not eligible to apply for this KTP

## **Special Conditions**

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

## **Organisational Responsibility**

Reports to the KTP Lead Academic Dr Allan Watson

## Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Presentation
- 3 – Interview – X2

### Essential Criteria

Area	Criteria	Stage
Experience	Experience in undertaking analysis of a large data sets	1,3
	Experience of the critical analysis and interpretation of numerical data relating to social issues.	1,3
Skills and abilities	Excellent technical writing skills	1,3
	Advanced Excel skills	1,3
	Excellent presentation / communication skills,	1,2,3
	Ability to work both independently, without supervision, and, as part of a team.	1,3
	Ability to communicate with a wide range of academic and commercial personnel	1,2,3
	Proficient in the use of statistical programmes such as SPSS/SAS/Stata	1,3
	Ability to query data in MySQL	1,3
Training	Willingness to undertake KTP training modules and other training as appropriate	3
Qualifications	Holds a postgraduate qualification in an area with a broad relevance to the project, such as Quantitative Social Science, Media and Communications, Data Science, or other allied disciplines.	1,3
Other	To observe the University Equal Opportunities policies at all times.	3

### Desirable Criteria

Area	Criteria	Stage
Experience	Knowledge and interest in music industry or music publishing industry	1,3
	Experience of team and project working in a multi-disciplinary environment	1,3
Skills and abilities	Licensed to drive in the UK	1,3
	Programming skills (.NET, C#)	1,3
	Proficient in the use of R programming language	1,3
Qualifications	Holds (or be close to submitting) a PhD in area with broad relevance to the project, such as Quantitative Social Science, Media and Communications, Data Science, or allied disciplines.	1,3

## Conditions of Service

The position is FULL TIME and FIXED TERM for 18 months. Salary will be between **£25,000** and **£32,000** per annum, at a starting salary to be confirmed on offer of appointment.

It is intended that the successful candidate will commence the KTP project by **1<sup>st</sup> August 2018**.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Academic and Related staff/Operational and Administrative staff, details of which can be found [here](#).

We strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>.

## Informal Enquiries

Informal enquiries should be made to Dr Allan Watson by email at [A.Watson3@lboro.ac.uk](mailto:A.Watson3@lboro.ac.uk) or Telephone on 01509 228286.

## Applications

The closing date for receipt of applications is **Friday 1 June 2018**. Interviews will be held on **Monday 25 June 2018**.