



Music Industry Roles and the National Standards in Music

**An Advocacy Document
Demonstrating How Diverse Career Pathways in Music
Support the Four Anchor Standards**

Summary

The music industry encompasses far more than performers and composers. This document illustrates how eight diverse career pathways from behind-the-scenes technical roles to community-facing positions directly support and reinforce all four Anchor Standards in Music: Creating, Performing, Responding, and Connecting.

By presenting these career roles alongside traditional performance pathways, schools can expand students' understanding of music careers and help them identify entry points that align with their interests, strengths, and learning styles.

Music industry job roles explored in this document align with those presented as examples in the 2026 Midwest Clinic session provided by Dr. Annamarie Bollino, Dr. Joe Clark, and Marcia Neel titled, *Your Next Concert Can Open Doors to Dozens of Careers*.

- Program Designer
- Stage Crew
- Publicity Team
- Photographer/Videographer
- Master of Ceremonies
- Community Liaison
- Recording and Editing
- Historian/Archivist

Anchor Standard 1: Creating

Students will generate, conceptualize, organize, and develop new artistic ideas and work.

Music Industry Job Role	Alignment with Creating
Program Designer	Designs concert programs and event structures that showcase music purposefully, selecting repertoire, arranging performance sequences, and conceptualizing thematic frameworks that give musical selections meaning and context.
Stage Crew	Designs and creates physical staging environments, lighting design, set pieces, and technical configurations that enhance the artistic presentation of music and create visual contexts for performance.
Publicity Team	Creates promotional campaigns, messaging, graphic designs, social media content, and marketing materials that position music and musicians to audiences in creative and compelling ways.
Photographer/Videographer	Generates visual art through photography and videography, making creative choices about framing, lighting, timing, and editing to visually interpret and document music in compelling ways.
Master of Ceremonies	Creates narrative arcs and verbal frameworks that connect musical selections, contextualizing repertoire and building thematic coherence throughout an event.
Community Liaison	Develops community-centered programming ideas and partnerships that bring music to diverse populations, conceptualizing new ways to make music accessible and meaningful to community members.
Recording and Editing	Creates recorded music products through technical and artistic choices about capture, mixing, effects, and post-production editing that shape how music is heard by listeners.
Historian/Archivist	Creates historical narratives, documentation systems, and preservation frameworks that organize and present music's cultural significance and historical context for future understanding.

Anchor Standard 2: Performing

Students will develop technical and expressive competencies to perform music.

Music Industry Job Role	Alignment with Performing
Program Designer	Organizes and sequences performances to create coherent artistic experiences, demonstrating skill in structuring how music unfolds and is presented to audiences.
Stage Crew	Performs technical operations during live performances with precision and responsiveness—managing lighting, sound reinforcement, stage changes, and technical cues that support the musical performance.
Publicity Team	Performs ambassadorial roles in public-facing communications, demonstrating professionalism and articulateness in representing music and musicians to media and community audiences.
Photographer/Videographer	Performs technical operations during performances and events, demonstrating skill with camera, lighting, and audio capture equipment to document music in real-time.
Master of Ceremonies	Performs as an on-stage presence with vocal skill, charisma, and interpretive ability, commanding attention and communicating effectively to live audiences.
Community Liaison	Performs ambassadorial and engagement roles, demonstrating communication skills and ability to connect with diverse community members in service of music access.
Recording and Editing	Performs technical operations during recording sessions and in post-production, developing expertise with recording equipment, mixing consoles, and production software.
Historian/Archivist	Performs scholarly and curatorial work, presenting music history and archived materials effectively to researchers, students, and the public.

Anchor Standard 3: Responding

Students will develop criteria for evaluating the quality and effectiveness of musical work and performance.

Music Industry Job Role	Alignment with Responding
Program Designer	Evaluates repertoire quality, cultural appropriateness, and audience impact, making critical selections about which music best serves artistic and community goals.
Stage Crew	Responds dynamically to technical and artistic challenges during live performances, evaluating what is and isn't working and adjusting in real-time to support musical effectiveness.
Publicity Team	Evaluates audience response, market trends, and communication effectiveness, assessing which messaging resonates and adjusting promotional strategies based on feedback and engagement metrics.
Photographer/Videographer	Evaluates visual and sonic quality in documentation, assessing composition, lighting, focus, and overall aesthetic effectiveness in capturing music authentically.
Master of Ceremonies	Reads audience response and performance energy, evaluating what is working and adjusting delivery, pacing, and content to optimize audience engagement and experience.
Community Liaison	Evaluates community needs, responses, and feedback, assessing program effectiveness and making adjustments to better serve community interests and ensure equitable access.
Recording and Editing	Evaluates sound quality, production clarity, and sonic effectiveness, assessing whether recording captures artistic intent and engages listeners effectively.
Historian/Archivist	Evaluates historical significance, authenticity, and cultural value of music and sources, making critical assessments about what is worth preserving and how to contextualize it accurately.

Anchor Standard 4: Connecting

Students will synthesize and relate knowledge and personal experiences to make art.

Music Industry Job Role	Alignment with Connecting
Program Designer	Connects music to themes, histories, and cultural contexts, synthesizing musical knowledge with programming vision to create meaningful, culturally informed experiences.
Stage Crew	Connects technical elements to artistic vision, understanding how staging, lighting, and design choices support and enhance the emotional and cultural meanings in music.
Publicity Team	Connects music to community values, cultural moments, and broader narratives, positioning music within social and cultural contexts that resonate with audiences.
Photographer/Videographer	Connects visual documentation to musical meaning, translating sonic experience into visual language and helping audiences see and understand music's cultural and emotional significance.
Master of Ceremonies	Connects music to audience experience and cultural context, synthesizing knowledge of repertoire, history, and community to create meaningful connections between performers and listeners.
Community Liaison	Connects music to community identity, values, and social wellbeing, understanding music's role in cultural life and building programs that serve community needs and celebrate cultural heritage.
Recording and Editing	Connects recorded music to listeners and cultural impact, understanding how recorded work reaches and resonates with audiences far beyond live performance contexts.
Historian/Archivist	Connects music to history, culture, and collective memory, helping communities and future generations understand music's role in cultural development and preserving musical heritage for the future.

Conclusion

The eight career roles presented in this document represent the diverse pathways available to students interested in music. Each role fully engages with all four Anchor Standards in Music, though in different contexts and with different skill emphases.

By helping students see music careers as encompassing far more than performance and composition, schools can:

- Broaden student participation in music by connecting to diverse interests and learning profiles
- Demonstrate that creating, performing, responding, and connecting occur across all music careers—not just in performance ensembles
- Help students identify meaningful career pathways aligned with their talents and interests
- Develop well-rounded musicians who understand music's role in society and the diverse skills needed to support vibrant music ecosystems
- Build authentic partnerships between schools and music industry professionals who can mentor students in these specialized roles

A comprehensive music education program recognizes that the music industry needs creators, performers, technicians, communicators, and stewards—and that all these roles are essential to a thriving musical culture.