

Agents and Business Managers of Artists, Performers, and Athletes

This occupation is a member of the Business and Financial Operations cluster

Job Description

Represent and promote artists, performers, and athletes to prospective employers. May handle contract negotiation and other business matters for clients.

Job Zone

Job Zone Three: Medium Preparation Needed

Most occupations in this zone require training in vocational schools, related on-the-job experience, or an associate's degree. Some may require a bachelor's degree.

Education Requirements

Work experience plus degree - A bachelor's degree or higher plus experience gained through hands-on experience.

Interests

Enterprising -Enterprising occupations frequently involve starting up and carrying out projects. These occupations can involve leading people and making many decisions. Sometimes they require risk taking and often deal with business.

Knowledge

Customer and Personal Service .Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Law and Government .Knowledge of laws, legal codes, court procedures, precedents, government regulations, executive orders, agency rules, and the democratic political process.

Mathematics .Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.

Personnel and Human Resources .Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.

Economics and Accounting .Knowledge of economic and accounting principles and practices, the financial markets, banking and the analysis and reporting of financial data.

Sales and Marketing .Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Administration and Management .Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Skills

Writing .Communicating effectively in writing as appropriate for the needs of the audience.

Active Learning .Understanding the implications of new information for both current and future problem-solving and decision-making.

Complex Problem Solving .Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

Service Orientation .Actively looking for ways to help people.

Systems Evaluation .Identifying measures or indicators of system performance and the actions needed to improve or correct performance, relative to the goals of the system.

Critical Thinking .Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Social Perceptiveness .Being aware of others' reactions and understanding why they react as they do.

Management of Financial Resources .Determining how money will be spent to get the work done, and accounting for these expenditures.

Active Listening .Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Mathematics .Using mathematics to solve problems.

Tasks

- 1 .Conduct auditions or interviews in order to evaluate potential clients.
- 2 .Confer with clients to develop strategies for their careers, and to explain actions taken on their behalf.
- 3 .Develop contacts with individuals and organizations, and apply effective strategies and techniques to ensure their clients' success.
- 4 .Keep informed of industry trends and deals.
- 5 .Manage business and financial affairs for clients, such as arranging travel and lodging, selling tickets, and directing marketing and advertising activities.
- 6 .Negotiate with managers, promoters, union officials, and other persons regarding clients' contractual rights and obligations.
- 7 .Obtain information about and/or inspect performance facilities, equipment, and accommodations to ensure that they meet specifications.
- 8 .Schedule promotional or performance engagements for clients.
- 9 .Advise clients on financial and legal matters such as investments and taxes.
- 10 .Hire trainers or coaches to advise clients on performance matters such as training techniques or performance presentations.
- 11 .Prepare periodic accounting statements for clients.
- 12 .Arrange meetings concerning issues involving their clients.
- 13 .Collect fees, commissions, or other payments, according to contract terms.

Wages

In 2006, the Pennsylvania average annual wage was \$53,790.00. The entry-level wage was \$27,540.00 while an experienced worker made \$66,910.00.

Job Outlook

During 2004, there were approximately 990 people employed in this field in Pennsylvania. It is projected that there will be 1,170 employed in 2014. This occupation will have about 18 openings due to growth and about 20 replacement openings for approximately 38 total annual openings. This occupation experienced significant growth.

Colleges and Training

Purchasing, Procurement/Acquisitions and Contracts Management - A program that prepares individuals to manage and/or administer the processes by which a firm or organization contracts for goods and services to support its operations, as well as contracts it to sell to other firms or organizations. Includes instruction in contract law, negotiations, buying procedures, government contracting, cost and price analysis, vendor relations, contract administration, auditing and inspection, relations with other firm departments, and applications to special areas such as high-technology systems, international purchasing, and construction.

Related Occupations

Purchasing Managers - Plan, direct, or coordinate the activities of buyers, purchasing officers, and related workers involved in purchasing materials, products, and services.

Food Service Managers - Plan, direct, or coordinate activities of an organization or department that serves food and beverages.

Property, Real Estate, and Community Association Managers - Plan, direct, or coordinate selling, buying, leasing, or governance activities of commercial, industrial, or residential real estate properties.

Wholesale and Retail Buyers, Except Farm Products - Buy merchandise or commodities, other than farm products, for resale to consumers at the wholesale or retail level, including both durable and nondurable goods. Analyze past buying trends, sales records, price, and quality of merchandise to determine value and yield. Select, order, and authorize payment for merchandise according to contractual agreements. May conduct meetings with sales personnel and introduce new products.

First-Line Supervisors/Managers of Landscaping, Lawn Service, and Groundskeeping Workers - Plan, organize, direct, or coordinate activities of workers engaged in landscaping or groundskeeping activities, such as planting and maintaining ornamental trees, shrubs, flowers, and lawns, and applying fertilizers, pesticides, and other chemicals, according to contract specifications. May also coordinate activities of workers engaged in terracing hillsides, building retaining walls, constructing pathways, installing patios, and similar activities in following a landscape design plan. Work may involve reviewing contracts to ascertain service, machine, and work force requirements; answering inquiries from potential customers regarding methods, material, and price ranges; and preparing estimates according to labor, material, and machine costs.