

Job Title: Director of BPI Content Protection Unit

Location: London/Remote Hybrid

Salary: £90,000 to £100,000 pa (plus benefits)

Length of Contract: Permanent

Company Profile

The BPI represents the UK's recorded music industry, which is one of the most exciting and thriving music sectors in the world. The UK music market is the third-largest in the world. As a trade body, we champion the interests of our membership, which includes over 500 record labels and associate members, including independents labels across the UK and the three international companies Universal Music UK, Sony Music Entertainment UK and Warner Music UK.

The BPI also organises and protects the annual BRIT Awards with Mastercard, and the Mercury Prize 'Album of the Year'. In addition, BPI co-owns The Official UK Charts Company.

The core mission of the BPI Content Protection Unit (CPU) is to protect the intellectual property of our members, the members of PPL, and intellectual property which we own ourselves. The CPU devises and implements technical and practical strategies to protect digital and physical music content – including assisting with the development of strategies to deal with infringement via artificial intelligence, the implementation of a world-leading website blocking programme, removal of infringing content from the internet, disruption of illegal websites, seizure of goods, and assistance with the development of legal cases.

The Opportunity/Job Description

Reporting to the CEO, this key role as Head of BPI CPU is to inform, develop and consistently evolve the BPI's strategic direction on operational content protection – working closely

with the BPI Senior Leadership Team, external stakeholders, BPI members, and managing the CPU to deliver agreed content protection action.

Key Responsibilities

- Devise and implement effective and cost-efficient content protection strategies and re-evaluate them every quarter, adapting them where necessary in line with data, intelligence, and learnings, to include:
 - Identifying and reducing the use of infringing websites, services and Apps on fixed line and mobile platforms.
 - Overseeing the strategy to remove illegal content from the internet (e.g. from websites, search engines, social media and all other platforms in the piracy chain).
 - Designing and implementing disruption techniques.
 - Investigating digital and physical infringements affecting the music industry.
 - Managing and overseeing investigations into illegal distribution and counterfeiting of music content.
- Provide strong inclusive management, motivation, direction and support to a team of c14 (comprising digital and physical content protection staff and investigators).
- Ability to liaise respectfully and collaboratively with external providers of content protection services to the CPU.
- Oversee and manage a large budget.
- Control, interpret and distil data and communicate it in a clear and concise manner.
- Provide deep insight in relation to present and future threats to copyrighted material, the music industry and the technical challenges of combatting piracy.
- Communicate effectively in writing and in person to both junior and senior executives inside and outside of the company, including industry conferences and events.

- Maintain strong and mutually beneficial relationships with other music industry groups, other content owners and other stakeholders in the creative industry.
- Maintain and strengthen the working relationships with third parties such as law enforcement bodies, government agencies, trade associations and regulatory bodies.
- Liaising and regularly meeting with record labels and updating them on all actions taken regarding their content protection work.

Ideal Experience

- dealing with the operational aspects of anti-piracy within the creative industry, with knowledge of the technical, legal and policy aspects of content protection.
- Experience of managing (or assisting the management of) an anti-piracy team, and associated budget.
- Experience of delivering high level briefings and representing a company at industry events.
- Experience of providing clear analysis of current problems and progressive vision for future solutions.
- Strong contacts with other rights holders, and preferably with relevant law enforcement agencies.

Key Skills

- A commitment to inclusive practice both in your interaction with the BPI team and members.
- The ability to motivate and inspire a team.
- Strong technical skills and knowledge of the Internet ecosystem, content protection, and copyright infringement issues.
- The ability to communicate clearly and diplomatically.
- The ability to work with, listen to, and communicate collaboratively and strategically with the BPI General Counsel and Chief Executive

- The ability to deliver effectively on key priorities and deliver work and output to high standards.
- The ability to calmly, quickly and nimbly change direction, and re-prioritise team and resources in response to changing circumstances and the inherent fast changing nature of anti-piracy.
- Knowledge of the music industry and a love of music.

The BPI welcomes applications from suitably qualified candidates of all social backgrounds, including across all genders, ethnicities, sexual orientations, and those who identify as Deaf, disabled or from neurodiverse backgrounds.

Salary and benefits

- Salary of £90,000 to £100,000 pa depending on experience.
- Performance-related bonus.
- Three days of personal volunteering time per annum.
- Private Medical Insurance.
- Permanent Health Insurance.
- Life insurance.
- A hybrid work environment with flexible working policies.
- 25 days annual leave plus bank holidays.

Equal Opportunities & Diversity

The BPI is an equal opportunity employer and any decision to appoint will be made solely based on candidate merit and business need.

We actively encourage the best possible candidates to apply, regardless of their gender, race, age, disability, sexual orientation, religion or political belief. We believe that representation matters, and we are passionate about

developing a diverse workforce at all levels of the organisation. We warmly encourage applications from historically under-represented groups, including but not limited to candidates from Black, Asian or ethnic minority backgrounds; members of the LGBTQIA+ community; people who identify as non-binary or gender nonconforming; people with a disability; and people who are neurodivergent.

We welcome applications from Deaf and disabled people. If you have a disability or additional need that requires accommodation during the process of application and selection, please do not hesitate to let us know when applying. Reasonable adjustments we can make include, but are not limited to, extra time during tasks, using a different video conferencing application, providing a British Sign Language interpreter or holding the interview at a specific time of day.

Application Process

We know that applying for a new job can be full of uncertainties and we look to provide upfront information where possible. Our process for recruiting this role will comprise a minimum of four and maximum of five stages. After each stage, we will contact you as soon as possible to inform let you know if you will be progressing to the next stage.

The closing date for applications is 21 July 2024.

Stage 1

- Submit a CV and cover letter each totalling no more than one side of A4 [here](#). These will be considered on a name blind basis by our recruiters. Following your application, you may be invited to a pre-screening call with our

recruiters. Calls will take place on a rolling basis between 18 and 26 July.

Stage 2

- 45-minute virtual interview with either BPI's CEO or COO and General Counsel to be held the week commencing 5 August. Interviews can be scheduled flexibly if needed.

Stage 3

- A strategic and/or practical task to be prepared in advance will be set for stage 3 candidates around threats to the industry.
- 60-minute in-person interview with either BPI's CEO or COO, General Counsel and PPL's Chief Information Officer to be held the week on 12 August, part of which will be to discuss the prepared task.

Stage 4

- Employment offer, subject to references.