

WE ARE BMG.

Fairness | Transparency | Service | Worldwide

WHO WE ARE.

We are BMG - The New Music Company. Founded in 2008 with a revolutionary vision for the digital age. Starting afresh has allowed BMG to rethink the music industry from the ground up, with systems and structures and processes designed for today. While historically music publishing and the record business have been regarded as completely different businesses, BMG realises that in the age of streaming, they have more in common than ever before.

That means whatever functions we can manage together, we do manage together. And because we live in the age of the World Wide Web, we are resolutely an international company.

Virtually every department has an international reporting line as well as a local one. We are one company - worldwide.

OUR VISION.

A world in which every artist and songwriter gets to achieve their potential and receives a fair reward for doing so.

Music isn't just another business. Music is created by individuals, each of them on their own creative journey taking huge risks. The fruits of that creativity need to be paid for. Fairly and efficiently.

BMG aligns itself with the interests of the creative community of music.

OUR MISSION.

To create a better kind of music business.
A digital-age music rights platform which is fair, transparent and service driven and inspires by example a positive change in the wider music industry.

JOB DESCRIPTION.

JOB TITLE

Intern, Digital Marketing

DEPARTMENT

Digital Marketing

LOCATION

5670 Wilshire Blvd
Suite 1400
Los Angeles, California
90036

WORKING HOURS

21 hours per week 13 week placement Jan-May

OVERALL PURPOSE

As the Digital Marketing Intern, you will play a key role in promoting artists, albums, and events through various online channels. Your day-to-day tasks may include scheduling engaging social media posts for the week, crafting eye-catching graphics and short-form content, and collaborating with the marketing team to brainstorm innovative ideas for campaigns and initiatives.

ABOUT THE INTERNSHIP.

The BMG Digital department is the heartbeat of every roll out. We have an opportunity to tell the stories of some of the best and biggest artists in the music industry directly to their fans and followers. Come and learn more about how we create campaigns from ideation to execution and all that goes on in between!

KEY ACTIVITIES & RESPONSIBILITIES.

- Managing Social Media and creating content.
- Supporting digital advertising initiatives to drive engagement.
- Monitoring audience engagement and trends.
- Managing data.
- Track artist ad spends to ensure success
- Promoting events.
- Collaborating with colleagues on various projects.
- Enhancing online visibility through SEO optimization.
- Reaching out to influencers.

YOUR PROFILE.

- Knowledge of various social media platforms.
- Familiarity with trend monitoring.
- Experience with content ideation and creation.
- Strong attention to detail.
- Effective time management skills.
- Openness to coaching and learning opportunities.