

# 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, Global  
Catalog Recorded

## **DEPARTMENT**

Recordings, Release  
Management, Sales  
& Marketing

## **LOCATION**

One Park Avenue  
New York, NY 10016

## **WORKING HOURS**

21 hours per week 13  
week placement

## **OVERALL PURPOSE**

Your primary mission is to support the New York Marketing team with their campaigns for specific releases.

## **ABOUT THE INTERNSHIP.**

During this internship, you will learn about what it takes to manage a project. You will get first hand insights into how different departments contribute to a project's success and how data can be used to make decisions. This is a great opportunity to learn about the music industry, especially the great teams & processes here at BMG!

A typical day in this internship will include organizing artist assets and resources, compiling marketing bullet points, and pulling metadata for projects. Additional responsibilities will include researching trends, assisting with invoicing, and data entry.

## **KEY ACTIVITIES & RESPONSIBILITIES.**

- Analytics: Pulling Soundscan and other weekly sales reports
- Social media: Creation of calendar ideas, Facebook posts, Instagram DMs to influencers
- Invoicing: Help to coordinate invoicing and payments
- Assist with organization of monthly ghost card statements and employee expense reports
- Coordinate car, flight, and hotel bookings for artists/teams when applicable
- Research potential branding and tour partners for roster artists
- Research Spotify playlists for potential song adds and outreach to UGC curators
- Label meeting attendance and note taking
- Marketing research and helping Product Manager
- Press folders: Help to organize Dropbox artist folders
- One sheets: Help to update artist one sheets on photoshop

## **YOUR PROFILE.**

- You have excellent verbal and written communication skills.
- You are comfortable working in a team and are a self-starter.
- Your time management skills allow you to meet deadlines easily.
- You have exceptional attention to detail.

It's a plus if you have an interest in music publishing, synch and marketing. Adobe Suite (Photoshop, InDesign, Acrobat, etc.) and Microsoft Suite (Excel, Word, PowerPoint, Outlook) proficiency is also beneficial.