WE ARE BMG.

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, Marketing (Broken Bow Records)

DEPARTMENT
Marketing

LOCATION
1 Music Circle South
Nashville, TN 37203

WORKING HOURS
21 hours per week
(14 Week placement from Sept - Dec)

OVERALL PURPOSE
Your primary mission as Intern, Marketing BBR is to work with all within the department to assist and help develop plans and materials in the effort to move our artist projects forward.

ABOUT THE INTERNSHIP.

BMG’s marketing department is a fast-paced department which serves as the label hub for any music release. Whenever there is an artist project, whether a song, EP, or full album release, the marketing department creates plans for that release and is constantly looking for ways to maximize exposure to the public for these new music projects.

In this internship, you will work collaboratively with a wide range of departments across the company. If you are looking to get into the music business and aren’t quite sure what area or where to start, this internship will allow you to provide you with valuable insights into all sides of a record label.

KEY ACTIVITIES & RESPONSIBILITIES.
• Work across an array of projects for the artists that we have in development
• Work with all departments in the company as the marketing plans overlap all aspects of our business
• Assist with updates, tip sheets and promotions
• Create Content and organize mailing for our partners and clients
• Engage in our offsite promotions when needed to assist and manage events.
• Research and compile reports on trends, new music releases, apps and platforms
• Aid in compiling recap materials and all artist projects
• Assist in administrative duties as needed
• Help maintain internal databases and contract sheets

YOUR PROFILE.
• You have proficiency with Microsoft Office and social media
• You have familiarity with (and ideally an interest in) Country Music
• 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 understanding of or an interest in marketing.

This job description describes the main elements of the role however a hands-on, flexible and proactive approach is expected and as such this document is not intended to be comprehensive or permanent. The job description is subject to review on an ongoing basis.