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.

ABOUT THE INTERNSHIP.

Frontline Recorded Music is one of the fastest-growing departments at BMG. This is a fast-paced department with a wide variety of signed artists ranging from pop, rock/alternative, hip hop/R&B, and everything in between.

Our primary mission is strategizing and coordinating album releases and campaigns by creating timelines, digital and standard marketing plans, playlist pitching, asset management and liaising daily with publicity, digital, production, sync, and international teams.

During this internship, you will work directly with the Hip Hop/R&B marketing team with content brainstorming, YouTube claiming, data entry, sales/streaming reports, lyric delivery to Instagram/Spotify, and participate in marketing meetings. You will have the chance to see first-hand what is involved in marketing and project roll outs with globally recognized & successful artists.

KEY ACTIVITIES & RESPONSIBILITIES.

• Shadow and assist product, marketing, and publicity managers with promoting various projects and product launches
• Maintenance and organization of assets using internal software and file sharing services
• Proofread and edit lyrics for Apple, Spotify, Instagram, Genius and MusixMatch ingestion
• Upload and tag songs for sync pitches
• Assist Senior Publicity Managers with research, press clippings, podcast research, and more
• Attend weekly marketing meetings and contribute to brainstorm sessions

YOUR PROFILE.

• You have a willingness to learn more about the various areas of recorded music, marketing, and press
• You are passionate about promoting music and connecting fans with their favorite (or soon-to-be favorite) artists
• You have strong organization skills; including the ability to multitask and prioritize responsibilities and requests
• You are committed to maintaining confidentiality and discretion when dealing with high-profile projects and assets

It’s a plus if you have knowledge of podcasts and press outlets and have familiarity with a wide variety of music genres. Basic knowledge DSPs (Apple, Spotify, SoundCloud, YouTube, etc.) is also a plus.

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.