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.
ABOUT THE INTERNSHIP.
Are you constantly on the lookout for new music? Are you the friend who is always in the know on the latest social media trends and informing the group? If yes, you sound like just the right fit as our Digital Marketing Intern, where you’ll help connect a roster of artists spanning multiple genres – pop, hip-hop, rock and country - with their fans online as well as be involved in the journey of releasing a record from start to finish.

In this internship, you will have visibility of our digital marketing plans from start to finish, spanning across a wide range of genres. You will be able to learn about partnership opportunities, how to brainstorm and pitch ideas to artists, how to source and build fan activations and how to track and report everything we are doing!

KEY ACTIVITIES & RESPONSIBILITIES.
• Create content calendars
• Post on social media platforms
• Create campaign reports and pull analytics
• Research new social media platforms and tools
• Brainstorm album release, single release, and music video plans
• Track artist ad spends to ensure success
• Research influencers for potential campaigns

YOUR PROFILE.
• You are interested in, and keep up to date with the major social media platforms on a regular basis, specifically, Facebook, Twitter, Instagram Tik Tik & YouTube
• You have a basic understanding and interest in the music business
• You have proficiency with Microsoft Office suite.
• You have a desire to learn about and understand the entire process of a digital marketing campaign
• You have exceptional attention to detail and the ability to manage multiple tasks

It’s a plus if you have some graphic design experience, as well as some previous work experience or internships.