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 & Project Management

**DEPARTMENT**
US Catalog

**LOCATION**
5670 Wilshire Blvd Suite 1400 Los Angeles, California 90036

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

**OVERALL PURPOSE**
Your primary mission is to lend support to BMG Catalog’s digital & physical product managers.

**ABOUT THE INTERNSHIP.**
BMG Catalog is one of the fastest-growing catalogue departments in the music industry. A small but quickly expanding team, BMG Catalog services an eclectic roster from rock legends Mötley Crüe, Iron Maiden, Keith Richards, John Fogerty to singer/songwriters like Nina Simone & Jim Croce alongside fantastic disco/dance & reggae labels and more!

In this Internship you will learn the ins and outs of working new releases & reissues with a record label—such as the difference between master/publishing rights; what a UPC & ISRC code are; and how a DSP pitch works; what goes into a holistic album release marketing campaign; how vinyl gets manufactured; and more.

You will sit-in on meetings & interact with other teams such as retail & distributors, synch/licensing, DSP sales, manufacturing and Supply Chain. You will learn what goes into keeping classic hits in the cultural conversation—reaching both new audiences & lifelong fans through TikTok, Spotify, and vinyl releases!

**KEY ACTIVITIES & RESPONSIBILITIES.**
- Assisting with the expansion of Catalog on TikTok by researching relevant Trends & Influencers.
- Brainstorming new Label & Artist-curated Playlisting opportunities.
- Supporting the creation of both monthly internal & external Departmental newsletters.
- Researching action items for Artist Digital Health Checklists — finding areas of improvement across social media channels.
- Assisting with the organization of new digital assets for DSPs—specifically, Spotify Canvas & Apple Animated Artwork creative.
- Compiling monthly Artist reports on current statistic—increases in streams, followers, trending singles, etc.
- Assisting with pitches for Editorial Playlisting, iTunes Album Sales, & additional online placements.

**YOUR PROFILE.**
- You have basic knowledge of current social media trends.
- You have excellent organization skills.
- You are pro-active and a self starter.
- You are familiar with email newsletter design tools (Mailchimp or similar) – web coding experience **not required.**

It’s a plus if you have a basic understanding of Chartmetric & Spotify for Artist / Apple for Artist. It would be great if you have an interest in ‘classic rock’ music (1970s & 80s Rock/Metal, Disco/House, Jazz, Folk, etc.)

---

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.