

# 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, Creative Synch

## DEPARTMENT

Creative Synch

## LOCATION

One Park Avenue  
New York, NY 10016

## WORKING HOURS

21 hours per week  
15 week placement

## OVERALL PURPOSE

Your mission is to support the Creative Synch team across a variety of areas, such as music searches, compilation of playlists, and general administrative tasks. You will focus on research within the BMG catalog and on advertising trends/new businesses for outreach. Your fresh ears and perspective will help the Creative Synch department better serve their clients in their search for music!

## **ABOUT THE INTERNSHIP.**

The BMG creative synch team is responsible for pitching our publishing and recorded catalogs in order to get placements across medias such as film, TV, advertisements, video games, trailers, and more! We're responsible for maximizing the value of the copyrights and recordings we represent, while also preserving the legacy of our artists. Here on the BMG NY synch team, we focus primarily on pitching to ad agencies and brands, but we also work closely with the LA synch team which pitches to the rest of the medias. We're continuously combing the BMG repertoire for synch-friendly music, so naturally we are a team of dedicated music lovers!

## **KEY ACTIVITIES & RESPONSIBILITIES.**

- Support the Creative Synch department in daily tasks
- Familiarize yourself with the BMG catalog and help with creative searches and playlists
- Create digital marketing blasts on Mailchimp
- Research advertising trends and contacts for outreach to expand business
- Help design decks and one sheets featuring BMG artists
- Deep dives into BMG catalogs to find synch-friendly music or songs that can be remixed for ads
- Attend department meetings, artist meetings, and shows (if you desire!)

## **YOUR PROFILE.**

- You have excellent organizational, verbal and written communication skills
- You are proficient with Windows and/or Mac operating systems, Microsoft Office, iTunes, Spotify, and Google Docs
- You are passionate about music and aware of current music trends

It's a plus if you have course knowledge, internship experience or basic understanding of synchronization, music publishing and copyright, as well as experience using Mailchimp, Readymag, and/or Photoshop. Video editing software experience is also helpful.