

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, Digital Marketing

DEPARTMENT

Digital Marketing

LOCATION

1 Music Cir S
Nashville,
Tennessee 37203

WORKING HOURS

21 hours per week
15 week placement

OVERALL PURPOSE

Your primary mission is to provide support to the US digital marketing team, assisting with tech and influencer partnerships, fan activations, email / text list strategy, paid advertising and more. You'll learn how to 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.

ABOUT THE INTERNSHIP.

BMG is a new kind of music company. Our mission is clear; to help artists and songwriters make the very most of their songs and recordings in the digital age. BMG is a company with service, transparency and fairness at its heart and a commitment to being the best international music company for songwriters, artists and everyone who works with us. Come join our team of fun, digital experts!

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 use major social platforms on a regular basis - specifically Facebook, X, Instagram, Tik Tok, and YouTube
- You are plugged into the music industry and constantly on the lookout for new music
- You are passionate about music, social media, and the fast-paced world of tech
- It's a plus if you have some previous experience with graphic design.