

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, Marketing & PR (Broken Bow Records)

DEPARTMENT

Marketing & PR

LOCATION

1 Music Cir S
Nashville,
Tennessee 37203

WORKING HOURS

21 hours per week
15 week placement

OVERALL PURPOSE

Your primary mission is to support both the Marketing and PR departments by assisting in the development of plans and materials to move our artist projects forward.

ABOUT THE INTERNSHIP.

BMG's Marketing department is a fast-paced department which serves as the label hub for any music release. Whenever there is an artist project, whether a song, EP, or full album release, the Marketing department creates plans for that release and is constantly looking for ways to maximize exposure to the public for these new music projects. The PR department serves as the forward facing looks for our roster and internal talent, handling the written, audio and visual stories for our artists and their campaigns.

In this internship, you will support both departments and work collaboratively with a wide range of others across the company. If you are looking to get into the music business and aren't quite sure what area or where to start, this internship will provide you with valuable insights into all sides of a record label.

KEY ACTIVITIES & RESPONSIBILITIES.

- Updating & tracking artist touring schedules
- Overseeing the label partner mailing list & addresses
- Assisting with artist marketing campaigns, partner mailers (merch, CDs, vinyl), label events & artist showcases
- Producing Partner Content Liner Transcriptions
- Creating & tracking ERFs for Marketing spends
- Assisting project managers with show invite/RSVP lists & ticketing
- Working with the PR team on database research, PR tool creation, press release composition, external new release e-newsletter & campaign reports
- Supporting other departments with various tasks, as marketing plans overlap all areas of our business
- Contributing to artist research and new marketing ideas

YOUR PROFILE.

- You are an organized self-starter with a strong attention to detail.
- You're someone with a strong dedication to your tasks and a genuine passion for music, ideally including familiarity with country music and the BMG Nashville roster, and are curious to learn more.
- You are proficient with Microsoft Office and familiar with social media platforms.

It's a plus if you have an interest in marketing.