



WORK EXPERIENCE INTERNSHIPS INDUSTRY EXPOSURE & SYLLABUS

Updated: 1st October 2009

WORK EXPERIENCE INTERNSHIPS JOB DESCRIPTION

Blue Pie has a limited place intern and work experience program it runs throughout the year. Applicants should be available to work for a period of 1 to 3 months and usually be studying or have recently finished studying a media, music business, event organisation, music law, general arts degree or similar to qualify. We do accept applications from people with a keen interest in music, with the right attitude who are simply looking to gain valuable experience to enter the music industry workforce.

During your time with Blue Pie you will experience an array of tasks ranging from everyday office administration duties to the more exciting roles that are associated with working for a record label & publishing house like 'helping with the organisation of gigs' or 'liaising with radio stations' etc. Listed below is a typical cross section of some duties and systems you will learn over the weeks you are here:

- Business to Business Marketing B2B
- Business to Customer Marketing B2C
- Database Building & Using Data Efficiently
- Content Coding with new media formats (WAV, MP3, AVI files etc)
- Music Distribution
- Content Aggregation
- Music Licensing
- Using Music Licensing Systems – Songcatalog / Music Supervisor etc
- Media Exposure
- Reviewing CDs & News Updates
- Processing New Artists and Labels
- Updating Procedure Manuals
- Radio Promotion & Follow Up
- Using Radio Directx
- Copywriting of Bios and One Sheets
- Management of Office applications
- Tour & Event Planning
- Research Documents
- Music2Deal Music Business Networking
- Internet Radio Programming
- Using Music Social Networking Tools (MySpace, etc)
- A&R
- Client Liaison – Artists & Labels
- Account Managing
- Web Development & Updates
- Financials & Statements
- Music Law / Contracts / Agreement
- Search Engine Optimisation
- Guerilla Marketing
- Writing reviews for iTunes / eMusic
- Chat Room Marketing
- Lodging agreements with APRA using the CMS
- Putting together an Artist or Band's EPK
- Understanding Music Codes
- Creating Sell Thru Sheets

In addition to this we can find you projects that fit in with your course or help you develop in areas you are lacking a skill base. What you will also get exposure to is:

- Countless marketing tools that most artists & labels aren't aware of
- A good insight to alternative revenue streams in the music industry etc
- Understanding the digital marketplace

To learn more about Blue Pie please see our websites:

www.bluepie.com.au

www.mybluepiemusic.com

or email us to ask for any of our brochures.

BENEFITS

- Be one-step ahead of your fellow students with the workplace experience they are lacking
- St. Leonards office located close to the train station, only 5 minutes walk
- Recognised experience in the entertainment industry
- A wide and varied work base with a diversity of tasks, this means you will get to learn more on the job
- Our work environment is pretty relaxed and music plays a dominant role in what we do!
- We occasionally have gigs in which we'd be happy for you to attend and have CD's a plenty at your disposal
- Possible future employment with Blue Pie
- Great entry-level position / hands-on experience within the music industry

HOURS:

- Office hours are from 9am to 5pm Monday to Friday

APPLICATION DETAILS:

- Short CV - 2 pages
- Short Cover Letter

CONTACT:

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Blue Pie is a record label and registered business name owned by Blue Pie Productions.