



WORK EXPERIENCE INTERNSHIPS INDUSTRY EXPOSURE & SYLLABUS

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WORK EXPERIENCE INTERSHIPS 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 2 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:

- Social Media
- Twitter Updates
- 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

Feel free to email us to ask for any of our brochures at social@bluepie.com.au

BENEFITS:

- Be one-step ahead of your fellow students with the workplace experience they are lacking
- Office located in Alexandria just a short walk from Green Square Train Station.
- 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

INTERN POSITIONS and ROLES 2014/2015

BLUE PIE RECORDS:

BP - Social Networking Assistant (x2):

- One day a week
- Internet savvy
- Social networking sites: Myspace, Twitter, Facebook

BP - Blogger and Reviewer:

- One day a week
- Reviewing Blue Pie's new releases
- Writing skills + creative mind
- Maintain the flow and quality of reviews
- Blogging the daily happenings of Blue Pie

BP - Distribution Assistant:

- One day a week
- A critical ear and superior taste in music
- A&R
- Searching, listening and finding music on MySpace, Reverb Nation and Sonic Bids.

BP - Graphics Assistant

- One day a week
- Creative mind
- Graphic design
- Daily tasks: editing and producing graphic projects
- Some admin duties for Design Team

BP - Admin Assistant

- One day a week
- Post/printing/scanning/answering phone calls
- Website management
- We are looking for an intern who is interested in having some experience in administration at Blue Pie Records.

BP – Artist Website Assistant (50):

- One day a week
- Internet savvy
- Each intern will be in charge of 2-3 artist websites
- Updating their news and gigs announcements
- Editing and fixing up the website
- Managing artist's social networking sites: MySpace, Facebook, Twitter, YouTube

BLUE VAULT DIGITAL:

BV - Website Assistant:

- One day a week
- Internet savvy
- Uploading music
- Editing info for all uploaded tracks and videos

BV - Social Networking Assistant (x2):

- One day a week
- Internet savvy
- Social networking sites: Myspace, Twitter, Facebook, YouTube

BV - Blogger and Reviewer:

- One day a week
- Reviewing Blue Vault's latest uploads
- Writing skills + creative mind
- Maintain the flow and quality of reviews
- Blogging the daily happenings of Blue Pie

BP - Distribution Assistant:

- One day a week
- A critical ear and superior taste in music
- A&R
- Searching, listening and finding music on MySpace, Reverb Nation and Sonic Bids.

HURRICANE HEALING:

HH - Social Networking Assistant (x2):

- One day a week
- Internet savvy
- Social networking sites: MySpace, Twitter, Facebook

HH - Blogger and Reviewer:

- One day a week
- Reviewing Hurricane Healing's new releases
- Writing skills + creative mind
- Maintain the flow and quality of reviews
- Blogging the daily happenings of Blue Pie

HH - Compilation Assistant:

- One day a week
- A critical ear and superior taste in music
- A&R
- Searching, listening and finding music on MySpace, Reverb Nation and Sonic Bids

CONTACT:

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Blue Pie is a record label and registered business name owned by Blue Pie Productions USA LLC. For more information on all the Blue Pie companies please visit www.bluepie.com.au