



WORK EXPERIENCE INTERNSHIPS INDUSTRY EXPOSURE & SYLLABUS

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Edited By:
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JACK DERWIN

WELCOME TO BLUE PIE

Welcome to Blue Pie Records. We are one of the world's leading independent record labels, publishers and distributors. We represent over 10,000 artists and over 400 leading independent labels from all over the world. If you would like to know more about what we do, our ever growing catalogue or if you want to join the roster then please email sales@bluepie.com.au.

SOCIAL MEDIA

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 3 months to 6 months. All programs require 72 days completed attendance. Interns are normally studying or have recently finished studying a media, music business, event organisation, music law, general arts degree or similar to qualify. We do accept mature age 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, TV and film 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 and managing content on our websites | Adobe and Photoshop training.

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:

w: www.bluepie.com.au

w: www.planetbluepictures.com

w: www.djcentral.tv

w: www.ordior.com

Feel free to email us to ask for any of our brochures at law@bluepie.com.au or visit our sites and see the roles listed on the contact page.

BENEFITS:

- Be one-step ahead of your fellow students with the workplace experience they are lacking
- Office located in Moss Vale and just a short 5-minute walk away from the 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 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 Saturday

APPLICATION DETAILS:

- Short CV - 2 pages
- Short Cover Letter

INTERN POSITIONS and ROLES 2017-2018

BLUE PIE RECORDS | DJ CENTRAL TV | PLANET BLUE PICTURES:

BP - Social Networking Assistant (4 Roles):

- **3 days a week**
- Internet savvy
- Social networking sites: YouTube, Facebook, Twitter, Facebook, Instagram, Snapchat

BP - Blogger and Reviewer (2 Roles)

- **3 days 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: (4 Roles)

- **3 days a week**
- A critical ear and superior taste in music
- A&R
- Searching, listening and finding music SoundCloud, Spotify, Reverb Nation and Sonic Bids.
- Working with SoundCloud and developing play lists.

BP - Graphics Assistant (3 Roles)

- **3 days a week**
- Creative mind
- Graphic design
- Daily tasks: editing and producing graphic projects
- Some admin duties for Design Team.
- Working with all leading software and training on ADOBE for web and graphics.
- Web | Media Collaterals for artists and labels.

BP - Admin Assistant (1 Role)

- **3 days 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 (2 Roles):

- **3 days 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

BP – Video Editing Assistant (2 Roles)

- **3 days a week**
- Video Editing Experience
- Ability to edit to set standards
- Editing and managing our video content for our different series.
- Familiar with Video formatting

*Work days can be discussed upon availability upon interview and accessibility.

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