

## College Representative

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Company: Baaghi

Location: Pune

Category: business-and-financial-operations

As an intern at Baaghi, you'll be an advocate for artists that we manage. You'll promote 3-6 artists per month, as well as one-off promotions as they arise, in your college town and on campus by implementing digital and in-person marketing strategies.

You'll be a tastemaker in your market by working with local businesses, record stores, DJs, promoters, campus organizations, etc..

You'll be in charge of hosting listening events, organizing campus activations, and creating digital content for social media that directly supports our artists. Your focus will be on new releases and tour support for artists covering a wide range of genres. You'll gain first hand music industry experience and be on the forefront of upcoming artists and new music.

General Location: Tell us why you and your school/city would be a good fit for our College Marketing program. Cover letters in addition to resumes preferred.

### WHAT'LL YOU DO:

Organically create awareness of Baaghi's artists by liaising with and building relationships with influencers in your markets such as: your college fest, DJs, student organizations, college newspaper and local sites to exploit all opportunities for exposure such as reviews, radio plays, and interviews

Maintain a local social media presence that promotes the artists you'll be working with, utilizing a mix of digital assets that are supplied to you and creating your own content to support Baaghi's artists

Implement in-person marketing initiatives at record stores, lifestyle shops, and on

campus.

Research appropriate online sites, forums, and networks for the key 15-24yr old demographic for each artist

Research & attend local and campus events that will best facilitate the promotion of our artists.

Attend our artists' shows to hand out promotional tools and get feedback from fans.

Submit a detailed report on your marketing successes and initiatives for each campaign you run.

#### WHO YOU ARE:

You are an Undergraduate Student currently enrolled in a 4 / 3 year university with a minimum of 1 year left prior to graduation

You are able to manage your own hours and be accountable for the work assigned to you

You have a passion for music, an understanding of how your peers discover and consume music, and a deep interest in music business & marketing

You have an understanding of social media marketing, you stay current on trends, and you have an active presence creating content on Youtube, Instagram, Twitter, Facebook

You have availability of at least 20 hours per week

You're well-written, well-spoken, a team player, and an excellent communicator

You have transportation methods

You have a flexible schedule for team conference calls and tour coverage

#### WHAT WE GIVE YOU:

You will gain real world music industry experience that will be a great addition to your resume

You have the opportunity to express your creativity through your locally run social

channels, in our team brainstorm, and in your concert/album reviews

You'll have access to inside information that will improve your marketing outreach

You'll receive free ticket(s) into our artists' shows & possible meet and greet passes\*

You'll build valuable relationships within your local music industry + many more!

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