

***mass  
appeal***

**Job Type: Unpaid Intern  
Job Schedule: Part-Time  
Job Location: New York, NY**

[http://www.entertainmentcareers.net/  
Mass-Appeal-Records/Intern-Record-  
Label/job/216721/](http://www.entertainmentcareers.net/Mass-Appeal-Records/Intern-Record-Label/job/216721/)

## 2016 Mass Appeal Records

Mass Appeal Records is an urban alternative music division that serves as the sonic extension of the Mass Appeal brand. Birthed in May 2014, Mass Appeal along with hip hop icon Nasir "Nas" Jones, have created a powerful platform that aims to shine a light on DIY artists emerging from the many pockets of urban culture. Our current artist roster/projects includes, Nas, Run The Jewels, J Dilla, DJ Shadow, Fashawn, Dave East, Boldy James, Rubble Kings: The Album, Pimp C and more.

### Primary Responsibilities:

- Work in conjunction with the team on the strategy for label development including retail initiatives, promotional campaigns, develop street teams, social networking, website, etc.
- Organize and assist with the Mass Appeal Records online store along with managing Inventory for the label.
- Content management (ie naming audio assets in iTunes, uploading music and video assets to YouTube, Bandcamp, Facebook, and other content management systems)