



WARNER MUSIC GROUP

Job Type: Paid Intern
Job Schedule: Part-Time
Job Location: NJ / NY

<https://chc.tbe.taleo.net/chc01/ats/careers/requisition.jsp?org=WMG&cws=1&rid=379>

2016 **College** **Marketing Rep**

Reps are paid part time employees who implement grassroots and online marketing campaigns during the school year. Work with area businesses, tastemakers, DJs and promoters, peer networks, on campus student body organizations and media to create avenues of exposure for key WMG pop/rock artists and projects.

Key Responsibilities:

Impact sales by exposing WEA/ADA artists locally via lifestyle, online, retail and on-campus marketing campaigns

Creates artist exposure opportunities at lifestyle and retail through visibility, in-store play, and consumer promotions/contests

Sets up and facilitates area artist events (e.g. in-stores, college radio/press interviews, local appearances)

Completes bi-monthly reports on activities and attends bi-monthly college rep conference calls.