

**Employer Name: The Mother Lode PR**



**Location: Brighton**

**Title:** Music Publicity Intern

**Pay / Hours:** £10 per day, 3 days per week (days tbc) plus one day at College

### **Description**

The Mother Lode is an international music PR company working with DJs, producers, record labels and festivals on 360 publicity campaigns across tour and music release press. We work with music magazines, websites, radio stations, YouTube channels and online influencers to ensure our clients are continually highly visual to press and consumers around the world.

[www.the-motherlode.com](http://www.the-motherlode.com)

[www.facebook.com/themotherlodepr](https://www.facebook.com/themotherlodepr)

### **Responsibilities**

- Writing copy for press releases
- Building media databases
- Researching new contacts
- Contacting press to secure coverage
- Contributing to our creative process

### **Requirements**

We are looking for an individual who has a strong passion for electronic music and an ability to communicate that to others. They will be sharp, engaging, hard-working, thorough, polite, punctual and eager to learn. They will be able to demonstrate some knowledge of dance music and the music industry.

### **Our internship will offer you the opportunity to:**

We will teach you how to create copy, how to build a strategic PR campaign from the ground up, how to deal and communicate with press, and how to create and maintain a contact book. You will be working on major artists from the world of electronic music with people at the top of the music industry so we'll want you to bring some fire, enthusiasm and dedication to the table. In return, you'll get your foot into the door of one of the most competitive, exciting, rewarding and ultimately fun careers anywhere in the world - and if you're 18 you'll probably get to go to a gig or two as well ;)