



Description: **Music Artist Social Media Internship (Millaze case study)**

Who - **MIC: Music Industry Connected**, www.theMICmountain.com

Where - **Bloomington, IN, USA (in person), and Global (virtual)**

Start Date - **TBD**

MIC: Music Industry Connected is seeking interns who are interested in how a musician creates a career in the commercial music industry, independently or with a label, **with a specific emphasis on social media strategy**. MIC (pronounced “mike”) is a music career consulting company founded in 2013 that conducts research to create “The Mountain” 6-step approach to simplify the big picture of a commercial music career by “balancing the art, the business, and the personal.”

In exchange for a thorough education in current-day social media content creation, including how to create viral success, you will practice what you learn with social media content creation strategies for MIC’s main case study, the alt pop music artist **Millaze** and her **47K+ social media following** on her **2024 album release, “She Picks it Up & Can’t Put it Down”**.

Spots extremely limited. This internship is perfect for both established and aspiring managers, agents, music artists, etc., who want to learn how to use social media to launch a music career. Open to music/business students, all other majors, and aspiring professionals, currently in school or graduated. **This internship is applicable for credit**; if interested, students can inquire to their career advisors about applying for credit. However, **pay opportunities develop immediately** depending on the intern’s abilities & interests.

Required:

- Active, casual use of **Instagram, TikTok, and Youtube**. (Facebook, Threads, and Twitter are helpful but not required.)
- Self-motivation & a knack for thinking outside of the box to **create something out of nothing, with little to no guidance**.
- Self-interest & **drive in your own professional music career** - this is for people who are serious about their own careers.
- Strong follow-through & self-awareness of personal capacity when communicating realistic workload limits & setting personal deadlines – **we hold a zero tolerance policy for over-promising/under-delivering**.
- Ability to **meet in person and/or virtually for mandatory weekly meetings between the timeframe of 10am EST to 5pm EST, weekdays & on some weekends** (meeting times TBD). Some nights will apply for in-person interns working on live music.
- Commitment of **10-20 hours/week**, including Zoom meetings & independent research time (i.e., social media scroll research.)
- The good kind of ambition, where you **care about other people and the true meaning of music & music careers**.
- A Computer & a Smartphone, access to WiFi to attend Zoom meetings.

To Apply:

In order to apply you must email these 2 things to themicmountain@gmail.com:

(1) your resume, and **(2)** an explanation of why you feel this internship is the right fit for you, including if you already have any of the specialty skills that would apply to Millaze’s strategies as they currently stand online (such as video editing, graphic design, scriptwriting, SEO, etc.)