Intern ‘Digital Marketing’
February 2024 – June/July 2024, location Amsterdam

At Warner Music Benelux, we’re a collective of music makers and music lovers, innovators and inspired entrepreneurs, game-changing creatives, and passionate team members. Here, we know that each talent makes our collective bolder and brighter. We are guided by four core principles that underpin everything we do across all our diverse businesses:

- **Music is Everything:** Music is our passion, and we can never get enough. Tastes, trends, and tech will change, but great artists and songwriters will always be our driving force.
- **Global Growth, Local Expertise:** Music is a global language. Through communication and collaboration, our success can come from anywhere and translate everywhere.
- **Innovation and Insight:** Pushing the boundaries requires the best information and the boldest imagination. We use both to create the future.
- **Empowered by People:** Like the artists we serve and the music they make, our differences make us stronger. This is a place where every talent can belong and build a career.

We work for international and domestic artists, like Dua Lipa, Ed Sheeran, Coldplay, Red Hot Chili Peppers, Roxy Dekker, Trobi, Zoë Livay, Ian Thomas, Clouseau etc.

We are looking for a:

**Digital Marketing Intern**

The marketing team is responsible for all campaigns around releases, artists and brands of Warner Music. During this internship, you will work closely with our Digital Campaign & Audience Development Manager, as well as other internal stakeholders such as Brand Managers.

**Work duties include:**

- Support in the area of social media marketing campaigns & online partnerships
- Support in the areas of CRM, customer journey design, lead generation and the (further) development of audiences & fan bases for artists. You will also set up and execute retargeting campaigns on various channels. Examples of CRM projects you will be actively involved in include setting up strategic partnerships, developing playlist generators and brainstorming on building new online platforms.
- Setting up follow-to-win, pre-save and other marketing campaigns
- Support in the area of marketing automation
- Analyzing online marketing campaigns on platforms such as TikTok, Snapchat, Facebook & Instagram, Google Ads & Analytics, Pinterest and Reddit. In doing so, you will also develop dashboards and learnings for our marketing team.
- Mapping data funnels using Tableau, Adobe Analytics and other internal tools
- Provide new insights, trends and developments in the field of digital

Who are you?
You are a proactive, creative thinker who is not afraid to speak your mind. In addition, you are aware of the latest trends and developments in online marketing and are ready to develop yourself further in this area. Of course, you are also a real music lover!

Furthermore, you have:
- Good knowledge of social media marketing through platforms such as Facebook, Instagram, Snapchat, TikTok and Google Ads
- Already some experience with or knowledge of analyzing campaigns on Facebook and Google Analytics
- Excellent command of the Dutch and English language
- Knowledge of Adobe Software is an advantage: Photoshop and Illustrator

We offer:
- An informal working atmosphere
- Good guidance in achieving your internship goals
- A unique internship experience in a rapidly changing work environment
- An appropriate internship fee
- Interested? Do you recognize yourself in the profile and does this seem like a nice internship? Send your CV and motivation stating 'Trainee Digital Marketing' exclusively by email to rens.denotter@warnermusic.com for the attention of Rens den Otter. Acquisition in response to this vacancy is not appreciated.

About us
Warner Music Benelux is part of the Warner Music Group, one of the largest music companies in the world with legendary labels such as Atlantic, Warner Records, Parlophone, Sire and Rhino. Our offices are based in Amsterdam and Brussels. We champion emerging artists and superstars like Ed Sheeran, Dua Lipa, Coldplay,

David Guetta, Dopebwoy, Aya Nakamura, Lizzo, Fred Again., Cho and Jinho 9. Our renowned publishing company, Warner Chappell Music, represents genre-spanning songwriters and producers through a catalogue of more than one million copyrights worldwide.

We’re the home to WMX - the next generation services division that connects artists with fans and amplifies brands in creative, immersive, and engaging ways – and Alternative Distribution Alliance (ADA) – the ground-breaking distribution company for independent artists and labels. For more information about Warner Music Benelux, check www.warnermusicbenelux.com.