°1824 is Universal Music Group's culture marketing & creative strategy team focusing on content & the connection of artists directly to fans. Our offerings include content creation, insights & strategy, PR, A&R, creator partnerships, social media and strategic partnerships.

With a staff of passionate and highly skilled visionaries, we own a direct connection to youth culture. °1824's first-of-its-kind network of young creatives allows us to make an impact locally while thinking globally. We redefine artist development while building the careers of future industry executives.

The °1824 strategic partnerships rep will support UMG labels, artists and brands by building genuine relationships and creating promotional opportunities with local brands, social media creators, communities, media outlets, university organizations and playlist curators. This position is a unique opportunity to work with the industry's leading creative solutions team and start building your career in the music industry prior to graduation.

Responsibilities

- Build relationships and pitch artist opportunities to local lifestyle brands, organizations, influencers, media outlets, communities and regional colleges
- Maintain contact database
- Develop and execute marketing campaigns that create meaningful connections between UMG artists/brands and current & potential fans
- Recap secured opportunities for artist management and labels
- Produce virtual and/or in-person programming with local partners, organizations and universities
- Participate on brand and artist ideation task forces
- Communicate quickly, succinctly and effectively
- Actively participate in team meetings, discussions and planning
- Meeting deadlines with all work

Skills & Experience

- Strong interpersonal skills, ability to build and maintain key relationships
- Strong communication skills, ability to articulate team business model to external partners, comfortable with public-speaking and leading presentations
- Keen attention to detail
- Strong time management and organizational skills with the ability to prioritize multiple projects with various deadlines
- Exceptional understanding of social platforms including Instagram, TikTok and YouTube
- Integrity when working on confidential projects
- Experience developing projects, experience leading groups a plus
- Proficiency in Microsoft Word, Excel, Powerpoint, Outlook and Google Docs
- Knowledge of photo and video editing tools such as Adobe Photoshop & Premiere a plus
- Mailchimp or email marketing platform knowledge a plus
- Presentation and graphic design a plus
- Enrolled in university with at least 1 calendar year remaining
- Available to work 20 hours/week, prioritizing this role over other employment
- This is a year-round, part-time role through your graduation and not a one semester internship

Salary Range

$13/hr - $18/hr