



**Title:** Publicity & Promotions Internship

**Status:** Part Time, Unpaid

**Reports to:** Kim SoMajor, Public Relations Specialist

**Objective:** To understand and participate in publicity and promotions for a music label.

1501 Certified Entertainment is seeking someone to join the team, as a publicity and promotions intern. This individual will assist with the producing, disseminating, and archiving of all marketing and promotional materials, database management, and gallery/event preparations.

The internship will provide hands-on experience with the various duties and responsibilities required to execute a professional promotional campaign.

**Responsibilities:**

- Creation and dissemination of all press and marketing materials including physical packages, electronic art, evites, and sales materials.
- Assist in preparing and working events; including gallery openings, book signings, launch parties, and other special events.
- Track and archive media coverage, generate press and promotions reports.
- Maintain media, postage, events, and contacts databases.

**Qualifications:**

- Proficient in: Microsoft Office, Acrobat, and Photoshop. Experience with QuarkXPress preferred.
- Must have effective and engaging communicators with excellent writing skills
- Multi-tasker, solid problem-solving skills, high energy, take initiative, and resourceful
- Passionate; interest in hip-hop and the music industry is a plus
- **Familiarity with Mac required**

**Compensation:**

Internships for 1501 Certified Entertainment are unpaid, but offer a great deal of hands on experience. College credit is available, upon request and school approval. Interns will gain and/or improve upon his or her:

- Basic public relations, publicity and promotional skills
- Understanding of the promotional role for a music label
- Gain hands on experience with public relations
- Ability to work in a fast-paced, mission driven organization

**About the Organization:**

1501 Certified Entertainment is a record label, based in Houston, TX, founded by Carl Crawford. Crawford started 1501 Certified Entertainment with the intention to give undiscovered and underprivileged artist an opportunity to grow and shine.

1501 Certified Entertainment is an Equal Opportunity Employer. Internships are considered without regard to race, color, sex, creed, religion, national origin, sexual preference, age, and non-job related disability.

**Application Materials:**

- Cover letter
- Resume

Please submit your cover letter and a copy of your resume to **[internship.opportunity@1501ent.com](mailto:internship.opportunity@1501ent.com)**, along with your availability.