



# MANAGE YOUR MUSIC INTERNSHIP

---

---

*included is all the info  
you need to know about:*

**INTERNSHIP DATES AND WEEKLY SCHEDULE**

**TRAINING AND EXPECTATIONS**

**FURTHER TRAINING AND EMPLOYMENT OPPORTUNITIES**

# HELLO...

My name is Kate and I'm the founder and owner of WESTWOOD MANAGEMENT which I started in 2018.

I was studying music management at uni and at the same time recording my debut album and realised that no managers would work with me at that point because I wasn't making any money, but I really needed help.

So I decided to be the change I wanted to see in the world and started a music management and coaching company that works exclusively with emerging artists at the beginning of their careers.

We have a fabulous group of artists who we work with and a world class training and education platform and we're ready to take on the world...

This is where you come in...

## WE ARE ON THE HUNT FOR A GROUP OF INTERNS TO JOIN US

If you're keen to work in the music industry, support other artists and learn how to manage your own career, then this internship is perfect for you.

Read on to find out about how and when it will run, what it includes and what skills and experience you will receive..

Of course if you have any questions before applying please shoot us an email @ [info@westwoodmgmt.com.au](mailto:info@westwoodmgmt.com.au) or reach out on socials

Let's do this...

**X KATE**



---

# WHAT IS THE INTERNSHIP PROGRAM?

---

## DATES/TIMES:

**Applications Open:** Jan 29 - Feb 12

**Group Interview:** February 12/13

**First Week:** Monday February 29th

**Last Week:** Monday June 10th

**Weekly team meeting & training:**

Monday 10am-12pm approx AEST or

Tuesday 7pm-9pm approx AEST

**Course work and tasks:**

4-6 hours on your own time each week

## WHAT IS AN INTERN?

An intern is a team member who is usually untrained (meaning they don't have education or experience) in the job or area they are interning. As an intern they receive valuable on the job training and experience in exchange for their time and effort, and sometimes even an offer of employment.

### Here are some benefits of internships:

- Job experience. Job listings often describe requirements such as education and minimum job experience
- Research experience
- Access to a variety of tasks and departments
- Mentorship
- Help guide career goals
- Create a professional network
- Build a strong resume
- Secure good references and recommendations.

**INTERNSHIP COST:** The internship will provide you with the equivalent of a diploma level course training but without the \$20,000+ course cost.

**Our fee is \$500 AUD for the 4 month program (payable by the 28th of February)  
OR 4 monthly payments of \$130 AUD.**

---

# WHAT WILL THE INTERNSHIP LOOK LIKE?

---

Our heart and desire is to give you a strong overview of what it means to run a small music business and what it takes to manage your own music career and possibly someone else's in the future.

The internship will be run fully online but is based in Melbourne's eastern suburbs so if you're close we can totally hang out! There will be 2 hours of training and team time and then 4-6 hours of self learning each week for 4 months.

Each week you will get targeted training and input on a range of relevant topics and areas and complete homework and coursework tasks.

You'll learn about social media content and management, small business basics, PR and marketing, copywriting, Facebook ads, and artist coaching.

And you'll get to write real social media copy and music reviews, produce podcast episodes, coach artists, set up FB ads campaign and so much more.

At the end you'll have a certificate of completion (not accredited), 4 months of real world experience and growth behind you and the chance to work ongoing with Westwood Management.

---

# WHAT ARE YOU LOOKING FOR IN AN INTERN?

---

We are looking for interns:

- who love music, people, helping others and communicating well
- who might be a musician or artist themselves or just see themselves working as an artist coach or manager in the future
- who are keen to get involved in the behind the scenes aspects of the music business and support artists in their music career.
- who learn quickly, have a strong work ethic and are able to work independently (eg remote/zoom) and in a team
- experience with Canva, social media and video/audio editing is a plus but not required

## WHAT IS THE APPLICATION PROCESS?

Applications for this internship round are open from January 29th to February 12th 2024. As the internship will be run all online, we are accepting applications from within Australia and overseas.

You will need to fill out our application form and if shortlisted, then we will contact you with the info about a group interview on Monday February 12th/Tuesday February 13th.

Apply here: <https://www.westwoodmgmt.com.au/internship>

You will need to be available Mondays from 10am - 12pm AEDT OR Tuesdays from 7pm-9pm AEDT each week for the 4 months. The remaining hours will be on your own time.

**INTERNSHIP COST:** The internship will provide you with the equivalent of a diploma level course training but without the \$20,000+ course cost.

**Our fee is \$500 AUD for the 4 month program (payable by the 28th of February)  
OR 4 monthly payments of \$130 AUD.**

---

# WHAT WILL I LEARN?

---

We are excited to give you a broad overview and exposure to the many areas involved in running a small music business. We know you will learn waaaay more than this list but here are the main areas that we will cover:

- Social Media Management - content creation, scheduling, audience engagement, reels,
- Copywriting - social media, podcast, music blogs, emails
- Canva - basic graphic design
- Music Management - business basics, finances, fundraising
- Podcast Producing
- Blog writing and music reviews
- Facebook and Spotify Ads Training

Each week you will spend 4-6 hours going through the training for that week and completing any set tasks or homework. We have our own training courses and will give you access to a wide range of training provided by others in the industry.

**Week 1:** Orientation & Introduction

**Week 2:** Dreams & SMART Goals

**Week 3:** Business Basics

**Week 4:** Social Media #1

**Week 5:** Create a Thriving Email List

**Week 6:** Copywriting & Music

**Week 7:** Music PR

**Week 8:** Marketing & FB Ads

**Week 9:** Halfway Mark Course Recap

**Week 10:** Music Merchandise That Sells

**Week 11:** Plan Your Next Release

**Week 12:** Revenue Streams

**Week 13:** Get More Gigs

**Week 14:** Music Management

**Week 15:** Dealing with Disappointment

**Week 16:** Internship Review

---

# INTERN TESTIMONIALS

---

## **SAMANTHA MARKHAM - MELBOURNE AUSTRALIA**

I feel like the internship has given me a solid foundation on where to begin as an independent artist and has de-mystified the process and possibility of having a music career. It's also been great as it has taught me a lot and shown me where my lane is. I'm definitely a songwriter and not a music manager. A lot of the teaching did take me out of my comfort zone, i.e the social media, Facebook ads and marketing, stats and data, in a good way and I feel like the internship has challenged me to get going and begin my music career.

## **DARCY MAE - ADELAIDE AUSTRALIA**

This internship has provided me with so much beneficial knowledge and practical skills to manage my own career and be able to help other independent artists too. I feel so confident in myself moving forward, I have discovered new avenues within music business that I can't wait to explore further.

## **JAMES ALPHONSE - CANADA**

The internship has helped me to gain a grasp over the scope of the music industry. It is large and intimidating, but when put into perspective, you can see how a 1% change can fully solve a problem in 100 days or less. By chipping away at each piece of the puzzle, I found myself gradually becoming more at ease with the concept and, still, stunned by the sheer depth of this intimidating but exciting field. More importantly, the concept that a great piece of art is just the start of my business gradually led to a shift in mindset, which I feel I've come to embody over time.

## **DAISY KILBOURNE - GEELONG AUSTRALIA**

This internship has really changed my mind set on managing my own music. When I started I was desperate for any tips after so many years of not really finding any resources to help me my music. Kate and Westwood Management are so generous with the information they share and truly want you to succeed which is beautiful. I feel much more confident managing myself and finally think I know what I'm doing which is huge. I've loved getting to meet my fellow interns and working under Kate and Dana has been an absolute pleasure!! They're both girl bosses who deserve all the praise and I'm so thankful I had the opportunity to be a Westwood Intern! X