INTERNSHIP

Intern - Content Creation & Audience Development

[PIAS] Recordings & [PIAS] Brand Communications · Brussels

Start: Beginning of 2027 · **Duration:** 3 months minimum

This is an internship undertaken as part of a higher-education program and requires a formal internship agreement from your school.

About us

[PIAS] is one of the world's leading recorded music label groups, championing artists across an unrivalled international network.

Founded in 1982 by Kenny Gates and Michel Lambot, [PIAS] operates from headquarters in London and Brussels, with dedicated teams in 15 offices around the globe.

We understand our artists' needs and expectations, and we support them with passion, expertise, and dedicated attention.

About the role

You'll join our Audience Development team to help create social media content and support campaigns for our artists. We're looking for someone with a strong feel for online culture: you notice emerging trends, understand how people use platforms like TikTok and Instagram, and can turn an idea into a piece of content quickly. You'll get hands-on experience with filming, editing and social media campaigns, while working with the team on how artists connect with their audiences.

What you'll do

Create content

- Film and edit short-form content for TikTok, Instagram Reels and YouTube Shorts.
- Capture footage on a phone and with a camera.
- Take part as an on-camera host/creator in selected in-house formats
- Adapt ideas, trends, sounds and formats to suit different artists and platforms.

Digital Communication

- Support the day-to-day management of [PIAS] Brand Communications' global social media channels.
- Help plan and schedule content, and maintain editorial calendars.
- Monitor community activity and flag relevant comments or trends to the team.

Support artists' social channels growth

- Help grow artist audience and develop content ideas for their channels.
- Keep up with platform trends and share ideas the team can use.
- Help prepare content schedule for posting and keep track of what has been published.

Support audience development campaigns

- Assist with creator and influencer campaigns, paid social, newsletters and fan engagement.
- Track content and campaign results, and help turn them into clear takeaways.
- Help prepare briefs, presentations and reports, and take part in team calls.

Who you are

- You're studying communication, marketing, digital media or a related subject.
- You're curious about music, artists, online culture and how fans discover music.
- You're comfortable making and editing social content yourself, and can show examples of your work.
- You're comfortable appearing on camera and presenting an idea in a natural, engaging way.
- You're proactive, organised and able to get an idea moving without needing every step spelled out.
- You're fluent in English. French and/or Dutch is a plus.
- You have experience filming with a camera.

Tools you should be comfortable using

CapCut, Canva or Adobe Express, PowerPoint, Excel or Google Sheets, Adobe Photoshop (or basic knowledge of it, you don't need to be an Adobe specialist), and Notion (or similar tool.

A plus

Experience with a music-related account, independent media project, podcast or artist project is welcome. We're interested in what you've made and what you contributed; it doesn't need to come from a previous label internship.

How to apply

Send your CV, a short message and links to examples of content you've made to recruitmentBE@pias.com. Tell us about an artist or piece of content that has caught your attention recently and what you like about it.

[PIAS] is an equal opportunities employer. We embrace diversity and are committed to a working environment where no one will be treated less favourably on grounds of their sex, race, disability, sexual orientation, religion, belief or age. Come as you are.