



LOW-FI - A NEW MUSIC & TECH STARTUP IS LOOKING FOR INTERNS

Are you passionate about music and startups? Do you want to be part of the journey towards heightening the value of and respect for music? If so, then come join an early stage startup that aim to connect musicians and fans around the world by creating a peer-to-peer marketplace for living room concerts. We aim to create a platform where people can co-create a DIY live music scene, but also share experiences, favorite artists and thoughts on music.

We are currently looking for two interns in the following positions:

Content Marketing Intern

As we are launching the platform we need someone who can help us get the message out there and get us some traction. We also need someone who can find, share and/or write the great stories and build relationships with those already following.

Job Description:

- Manage social channels (Twitter, LinkedIn, Facebook, YouTube, Instagram, Google+).
- Create and manage email marketing, writing engaging newsletters (using MailChimp)
- Continuously track, analyze and optimize campaigns across channels.
- Update website content.
- Assist in various ad hoc marketing projects.

Profile:

- You are a masters or 3rd year bachelor student in either music (with a strong interest and flair for communication, social media and marketing) or communications/marketing (with a strong interest in music).
- You are positive, proactive and self-driven with a strategic and creative mindset.
- You have excellent writing skills (US/UK), a graphic flair and a strong eye for details.

Market and Customer Research Intern

We also need someone who can help us find the coolest musicians, hosts, and guests to join the platform. This includes both desk and field research on what our customers look like, what are their pains and gains, what would they want from a platform like Low-Fi?

Job Description:

- Research and identify potential beta testers
- Manage beta testers
- Qualitative customer research – run semi-structured interviews, focus groups
- Quantitative customer research – creating surveys and compiling and analyzing results
- Create customer personas for communications and marketing purposes

Profile:

- You are a masters or 3rd year bachelor student in either music (with a strong interest and flair for qualitative and quantitative research, customer analysis and marketing) or marketing/sociology/anthropology (with a strong interest in music).
- You are positive, proactive and self-driven with a strategic and creative mindset.
- You are fluent in Danish and English and have excellent communications skills.

What do we offer in return?

The internship is unpaid, but we offer free lunch as well as access to the awesome, highly motivating and creative environment of Dare2Mansion. Not to mention the chance to make a difference in an industry that needs serious disruption.

Hours:

Part time, 1-2 days a week for 3-6 months, possibly longer.

Contact Information:

Sounds interesting? Then send a short application and up-to-date CV (or link to your LinkedIn profile) to Anne Dvinge, anne@low-fi.world. Any questions? Just ask.

WEB: www.Low-fi.world

FB: www.facebook.com/lowficoncerts

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