

MidCitizen Entertainment
MIC'D UP Fellowship
Roles and Responsibilities Roles
May 10th, 2022

Below is an outline of the anticipated roles and responsibilities for the MidCitizen Entertainment Fellow(s) for the 2022-2023 cohort. MidCitizen will deploy a blended workplace strategy for our Fellowship cohort, with a combination of repeatable responsibilities and delegated special tasks and projects that will be completed throughout the year.

Fellowship responsibilities may include:

- **Weekly Artist Calls:** Attending and documenting weekly calls for the fellow's dedicated artists, documenting them with meeting minutes, and working with the manager to delegate various tasks through the Company's task management platform Asana.
- **Show Advancing:** Working with promoters and venues across the country and world to coordinate details related to MidCitizen artist shows.)
- **MasterTour:** Coordinating with artists managers, tour managers, and directly with artists to coordinate their live shows and appearances.
- **Budgeting/Invoicing:** Working with managers, business managers, and tour managers on invoicing/budgeting for tours, recorded music releases, and promotional campaigns.
- **Digital Marketing Support:** Working with managers and artists to create and execute digital marketing strategies (paid and organic) for various aspects of the artists career.
- **Merchandise Strategy:** Working with artists, managers, and designers on merchandise strategy that maximize revenues and brand recognition for the artists.
- **Recorded Music Strategy:** Developing and executing strategy with the managers, record labels, PR, and artists to work on recorded music strategies and rollouts.

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