



# The Loft Group (I) – Sales&Marketing

## **Organisational Profile**

Gain the experience of working with a young, dynamic company in the fashion industry. The Loft Group is a fast growing company on the up and up

Get involved in the today's work environment, by gaining experience in the expanding and fun world of marketing in wellbeing & health industries.

Get your hands dirty in a wide array of projects including our book publishing division, yoga studios, online health community and active store. This function is cross-functional and allows the challenge of working strategically and creatively in marketing all areas. Work can be building a new website (we will train you!), coordinating events, spending time online evaluation the function of our online community... to start. You will work with senior managers that are down-to-earth but passionate about this business!

## **Internship Profile**

To strategically & practically develop marketing program

- build relations with online and physical communities
- develop/ implement strategic marketing program
- build, prepare and send marketing html campaigns and follow up on analytics
- product development evaluation and growth plan assistance
- creation of promotional material, attend photo shoots, etc
- development, negotiation for and implementation of marketing and sales printing material
- propose structure, negotiate price and see through website/ online needs
- general further assistant in area of strategic sales and marketing areas

## **Intern Profile**

- marketing and/ or business studies
- proficient in English
- PC knowledge
- excellent communication skills
- strategic and analytical skills
- enjoys Fashion, active lifestyle, fitness
- motivated and career focused
- willingness to learn