



# The Loft Group (III) - Communication

## Organisational Profile

Communications is one of the key portals to a company's public image, personality and consumer understanding. We value it highly and seek an intern to support our Director in the areas of our communication platforms. An excellent opportunity exists for a dynamic individual to join a thriving international working environment!

As an intern working with The Loft Group, you will gain the opportunity to work in the sports, fashion and active lifestyles industries. We have a relaxed, fun yet work hard environment meaning that your internship will be a REAL project-based contribution. You will have pride in seeing the actual results of your work.

## Internship Profile

- coordinates public relations projects and maintains regular contact with agencies and other business partners
- revises and/or writes the content of news releases, tweets, letters (e.g. direct mail appeal letter), newsletters, invitations, etc.
- assists and/or coordinates events (fundraising, promo initiatives, community events, etc.) as needed
- coordinates all audio visual, display and promotional needs with the assistance of the Director
- helps prepare social media statements and planning; occasional dealings with the media and public

## Intern Profile

- Business/ Communications / Marketing Studies or related area
- excellent writing skills
- independent, organized with good interpersonal skills
- proficient in English
- good knowledge of social media
- enjoys an active lifestyle
- creative & proactive
- enjoys communication with people
- eagerness to work & learn