

# Direct Selling Europe

## Organisational Profile

Direct Selling Europe is a young, dynamic lobbying firm which represents famous direct selling companies in the areas of home accessories (Tupperware), jewellery and fashion (Pierre Lang), cosmetics (Déesse), wines (WIV International), and appliances (Vorwerk). Founded with the purpose of shaking up the established lobbying in direct selling, our association is small, creative and out of the box effective, involving every level and all means that contribute to growth objectives in a fun, creative and collective manner.

The intern working at DSE will work directly with the Managing Director and the CEOs of these renowned companies. The MD is personally responsible for developing and training the intern on all facets of their tasks. The intern will undertake meaningful work and will be a full part of DSE staff during their semester here.

## Internship Profile

The Communications and Marketing Manager will be responsible for promoting DSE towards policy makers (mainly the European Institutions), stakeholders and the general public. Key tasks are to design and implement a webstrategy (including managing DSE website – [www.directsellingeurope.eu](http://www.directsellingeurope.eu), blogs, Facebook, Twitter), to create the monthly newsletter (editor in chief: generate ideas, pitch stories, research, design and publish), co-create and manage PR and press strategy and public relations, promotional material and other creative projects.

Other activities are to maintain contact with the owners and CEO's of Member companies and to attend EU Institution meetings.

The intern will also work alongside the Managing Director to develop and implement the marketing strategy.

## Intern Profile

Ideal candidates have:

- a fun personality able to combine serious work efforts with fun activities
- a Communications, Journalism, Marketing or Business background or interest;
- excellent communication & analytical skills;
- an independent and organised personality with good interpersonal skills;
- proficiency in English;
- excellent knowledge of Microsoft Office (Adobe, Indesign and web database = a plus);
- a creative and proactive personality;
- eagerness to work, learn & contribute;
- passion for working in a small team;