

Marketing Internship

Role & Responsibilities

The Marketing Internship with the Ethical Fashion Forum is a key role with the organization. This three month placement offers first hand experience at the heart of the Ethical Fashion Sector, and is based at the EFF's head offices in London's most vibrant fashion district near Brick Lane. The role includes promoting the work of the Ethical Fashion Forum through newsletter, social media, website, and events, as part of a creative team.

1. Newsletter

This is issued monthly. We may also issue additional newsletters in the lead up to key events or when promoting specific projects.

The internship role includes promoting the newsletter and encouraging people to join the newsletter mailing list, developing newsletter themes and content (in liaison with other team members and partners), issuing newsletter, and checking statistics after the newsletter has been issued to see which items have been of most interest.

Items of most interest to our audience which should be considered for every newsletter are:

- Funding and finance – especially opportunities for ethical fashion
- Market developments- who buys ethical fashion and why
- Ethical sourcing/ supplier profile
- Promoting an inspirational network member
- Discounts and special offers

Every newsletter should also encourage its audience to join the Ethical Fashion Network. This could be for example through referring to articles of most interest to our audience on the network blog, promoting new network members and interesting network initiatives.

2. Website

News page: This needs to be updated regularly- at least weekly, and should be updated prior to newsletters being issued.

The marketing intern may also be asked to help out updating other parts of the website, for example promoting projects and events.

3. Ethical Fashion Network

The Ethical Fashion Network is the most important marketing tool of the Ethical Fashion Forum, and a core part of the work of the Marketing Intern.

The EFN is an inspirational community, made up of suppliers, designers, fair trade groups, buyers, press, students, entrepreneurs and pioneers in more than 70 countries worldwide.

The EFF goal is to increase EFN members to 10000 during 2010.

The marketing intern role includes:

Becoming familiar with the network and its users, from a marketing perspective- ie who is the audience? What groups do we need to engage more with the network? What is needed on the network to ensure that it appeals to more users, and achieves its goals of opening doors for its users?

Promoting the network and its members and using the network to promote EFF work

- Through partners and press releases
- Through newsletter
- On website news page

New ideas and a creative approach to promoting the network are welcomed from the marketing intern. The EFF team is always open to new ways to reach its audience.

4. Social media: Twitter, Face book

The EFF has Twitter and Face book accounts- the marketing intern is responsible for regularly updating both. We aim to twitter at least 5 times per day.

The Facebook account includes a Group and a Fan Page which need to be kept updated.

5. Contacts

The EFF has a comprehensive and growing database of contacts across the fashion sector from the biggest names in fashion to buyers, press and suppliers across the globe.

The marketing intern role includes co-ordinating the contacts database and making sure we have all key contacts in the right places.

6. Ethical Fashion Socials:

As a way to expand our network and build stronger ethical fashion communities across the world we have created monthly meetings that take place on the last Thursday of every month. You will be responsible for coordinating and managing these events, including following up emails from potential hosts and promoting the events that are taking place on our social media accounts such as Twitter.

7. Events

The Ethical Fashion Forum holds regular events of various types from swishing to seminars and masterclasses to exhibitions at fashion weeks and other events.

The marketing internship role includes supporting and helping to co-ordinate these events as well as marketing them through our marketing channels including newsletter, network, partners and website.

This may involve a wide range of tasks from helping to set up the venue to organising an aspect of the event. As part of the Marketing Internship role you may be asked to compile the guest list (if required). This includes responding to the RSVP's from the party@ethicalfashionforum.com account, and compiling a list of the attendees, the password for this can be found in the Google Docs.

The events that we hold are a great way of gaining publicity through blogs, newsletters and associated press partners. As an evaluation of the event you may be asked to support the core members of the team by

- When attending meetings you may be asked to take minutes and notes, write them up and circulate to members of the team who were unable to attend
- Writing up a summary from the event, eg Fashion Shows and Seminars.
- Writing press releases, which can be based on the summary from the event but will also include photos of the event and quotes from attendees

Outputs

1. Experience:

First hand experience of:

- Designing and developing newsletter content
- Writing press releases / developing promotional information
- Blogging in a professional capacity
- Using social media as a promotional tool
- Engaging with partners to promote Ethical Fashion
- Helping to coordinate and publicise events and projects
- Website content management
- Creative marketing

2. Knowledge, Skills and personal qualities:

- **A good level of knowledge and understanding** about Ethical Fashion and associated issues

- **A good understanding of the market for ethical fashion and the Ethical Fashion Community-** who makes it up, why they do it , what they are interested in and what they are doing
- **A good understanding of the range of social media available and how to use them for promotional purposes**
- **The ability to liaise with partners and develop partner relationships to mutual benefit towards common goals** Skills in writing for newsletter, web or other promotional media, getting points across in a way that appeals to specific target audiences
- **People and communication skills:** Confidence, communication skills encompassing written and face to face delivery
- **Effective proposal, report and minute writing:** Including an understanding of proposal writing for funding and minutes from high level round table events
- **Event coordination skills**

PERSONAL SPECIFICATION

- **A good level of knowledge, or demonstrable interest** in ethical fashion and the issues that surround it
- **A good ability to research and manage effectively a wide variety of vital tasks and topics**
- **Writing skills:** getting points across in a manner that appeals to specific target audiences
- **Interpersonal skills: Confidence and communication skills encompassing written and face to face delivery.**
- **An understanding of marketing, strategy and using social media**

PRACTICAL INFORMATION

Working hours:

The standard working hours at EFF are 9.30am to 6pm

The EFF team likes to work on a flexible basis regarding office hours and occasional working from home if this is more productive. This can be discussed with supervisor.

Time period and days per week:

EFF requires a commitment of a minimum of 3 days per week from interns, for a minimum of 3 months.

This is to ensure that the placement is useful for both parties.

A full time internship is the most productive, however we understand that interns may

need to do paid work elsewhere 2 days per week to support themselves.

Payment and expenses:

Internships at EFF are unpaid, however travel and lunch costs can be covered. Interns to agree expenses plan in the first week to ensure that needs are met.

Email management:

Email set up will be explained by your supervisor.

The EFF has an email data system to ensure that mails are backed up in project files, which will be explained to you by your supervisor.