**Alsace of New** York - **Intern - Marketing Assistant**

We are looking for a Savvy Intern! Must be a Social Media wiz, Outgoing, Independent, Administratively skilled and a hard worker

**Salary - Stipend at end of term and commission for new clients**

**Reporting to** - Christina Turner, Proprietor of Alsace of New York and Principle of Connecting Fashion Worlds

**Hours of work** - 20 hours per week. Usual working hours are Flexible. Must log in time worked on required sheet. There will be a requirement from time to time to start work earlier or finish later as the role dictates.

**Qualifications**

The successful candidate will be self-motivated, detail-oriented, energetic, and highly organized.

The candidate should have an interest in marketing, promotions and communications, and must be a skilled writer. Strong social media and web research skills, a familiarity with major media outlets, and proficiency with Microsoft Office are mandatory.

**Duties and Responsibilities**

1. Marketing campaigns within different target markets as agreed with the Marketing Manager and perform market research as required Co-ordinate marketing initiatives (planning, mail merge and individual letters, printing) Draft new letters as required in conjunction with the Marketing Manager Work closely with Owner to schedule calls, confirm appointments, report back on outcomes Keep the marketing database up-to-date, importing new data, updating records and performing the necessary cross checks. Prepare marketing statistics.

2. Assist at events and networking - Prepare materials for planning meetings, event packages and promotions. Research audiences as agreed with the Owner regarding venues, catering partners, and suppliers for swag bags. Be a liaison as required to communicate with vendors, clients and other partners. Prepare supporting materials (literature packs, promotional merchandise, delegate lists, name badges, place names, table plans etc.) Event set up and clear down Prepare safety information for speaker and staff Greet and manage delegates Networking as appropriate.

3. Internet and Email Marketing - Manage email distribution list including new subscriptions, opt-outs and bounce backs assist in monitoring the market for developments of significance. Upload changes to website using Wix, adding the necessary links. Provide assistance in developing internet presence, improving search rankings, developing a social media strategy and improving visibility over time. Generating story ideas and content for Blog, Twitter, Instagram and Facebook. Selecting and maintaining Facebook photo galleries for Alsace of New York and Connecting Fashion Worlds media sites. Tracking and reporting statistics on Web site, blog and email newsletter

4. Public Relations assistance - identifies and research suitable clients for Wedding Division. Prepare press releases as required for events and upcoming projects or specials. Research suitable media outlets, editors and presenters as required (e.g. printed and online press, social media, trade press, TV and radio)

**Interested? Submit resume to:**

[**ChristinaTurner@alsaceofny.com**](mailto:ChristinaTurner@alsaceofny.com)