

ELSAandME

Business Development Program

Each semester ELSAandME takes on an eager trainee for the ELSAandME Business Development Program open to students or young professionals in design, design management, PR and marketing. The program provides a unique opportunity for hands-on experience within the fashion industry as well as for résumé building. The program requires approximately 6 hours of work each week, depending on the pace of business. The below responsibilities may be tailored to fit the appropriate candidate. There is always room for further individual development, depending on the degree of motivation.

Responsibilities include:

Design

- Bringing in design ideas and thoughts on future collections

Marketing

- Working with the Creative Director to develop marketing material
- Advising in PR and marketing strategies
- Running Facebook group, ideas on website context, and INFO - entries on the blog

Representation

- Attend fashion and networking events

Database

- Responsible for the ELSAandME contact database
- Assembling of contacts into Excel worksheet and Microsoft Outlook

Errands

- Visits to the pattern maker for payments and fabric check-ups
- Support in regards to unforeseen events

If interested please send your résumé and questions to info@elsaandme.com