

JON MARC|SEVEN CURVES

OVERVIEW:

Jon Marc is an emerging brand catered to the confident [hourglass] curvy woman. We offer a Ready To Wear (RTW) and/or Avant-garde collection each fashion season catering to sizes 10-16 from premium quality fabrics. We specialized in “the tailored fit”, it’s designed to follow a woman’s curves to avoid gapping, bunching, and/or sagging in the rear, thigh, and waist areas; giving her an effortlessly flawless look that leaves her feeling confident about her body and rocking her greatest curve; her smile. Seven Curves is an online boutique catering women with eclectic fashion styles from sizes XS-3X.

Position:

Public Relations Intern

Jon Marc|Seven Curves is seeking a creative and self motivated individual passionate about the craft of design and marketing. This position is part-time requiring 10-14 hours of work weekly and 20 minimum during show seasons. The objective of the internship is to provide a hands-on marketing experience in a thriving business. The intern will work closely with Public Relations Director to drive brand awareness of Jon Marc|Seven Curves in the realm of strategizing PR tactics and objectives. Since this internship is unpaid we partner with universities and institutions to count the program as earned school credit. As well, during open seasons aid interns in:

- Becoming a member of organizations governed by Board of Directors that are seasoned powerhouses in their career field
- Inform interns of grant availability to assist with academics
- A New York Fashion Show experience during Fashion Week.

QUALIFICATIONS:

- Actively pursuing a career/degree in Fashion, Business or Mass Communication
- Strong background in public relations and marketing strategies
- 1 year experience working in a professional environment
- Exceptional attention to detail with proven ability to multi-task
- Proficient in MS Office (Word, Excel and PowerPoint)
- Entrepreneurial spirit, self-managed, undergraduate juniors and seniors.

Responsibilities include but are not limited to:

- Collating and distributing press kits
- Assistance with the creation of media databases and editorial calendars.
- Beginning to build long-term relationships with all media.
- Researching new key contacts and brainstorming new pitch ideas.
- Tracking, Manage and scanning all media clips.
- Assistance with updating the general media database and special interest database.
- Contributing to Jon Marc|Seven Curves media outlets (Instagram, Twitter, Facebook, Youtube, ect.)
- Participate in workshops from webinars to on location events.
- Quarterly research the brand and it's target market geo and psychographics in comparison of their purchasing habits (as the often change)

BENEFITS & PERKS:

You'll be able to impact your field of expertise through innovation and refinement such as:

- Take advantage of flexible hours and ability to work from home at times
- Build an impressive resume for leverage in your full-time job/career search
- Develop your skills in business and/or marketing to market yourself as a highly effective self-brand in your career field.
- Create relationships with clients and organizations that can support you in your future career.
14% off any Jon Marc|Seven Curves purchase and 7% off for family and friends (family and friends discount are available 1 time for two people monthly and cannot be combine with any other sale or coupon)

This is an internship for go- getters and innovators!

Please send your cover letter, resume and work samples to info@sevencurves.com.