



Strategic Sales & Communications Placement

Location: Kensington, London, U.K. Start: March/April 2010
Industry: Luxury goods, Fashion Duration: 3 to 9 months | full time
Salary: upon experience Application process: **Open**

Profile

We are a young high-end luxury ultra-fine cashmere scarf company. We are looking for an intern to assist in our wholesale operations and work on key communications projects. You will be given the opportunity to gain real experience and have a say in the planning and implementation of the sales and communications strategies. You will get involved in different areas of a fashion business and have interesting, demanding managerial responsibilities and tasks.

Role/Responsibilities

Sales development

- o Manage our portfolio of retailers; analyse sales trends and find ways to optimise sales at key retailers
- o Follow up on leads and secure sales appointments
- o Help enhance our focus distribution strategy; search for the most appropriate distribution networks in targeted markets & contact key buyers
- o Review and optimize our customer relationship management system; create sales analysis tools
- o Perform competitor analysis including mystery visits

Strategic Communication

- Brand positioning:
 - o Identify brand touchpoints
 - o Set up a focus group to collect information from a sample of opinion formers about their perceptions of each product on the relevant attributes.
 - o Research ways of strengthening brand identity through specific operations (sales clinics, appearances..etc).
- Marketing Communications planning:
 - o Assist in the implementation of our web social networking strategy
 - o Review relationship management with key stakeholders
 - o Ensure consistency of message delivery throughout branding elements (visuals, product-related items, press, stockists..etc)



Skills required

- Excellent written and fluent spoken English. Another language would be a bonus.
- A good understanding of the sales, marketing and communications functions of fashion companies.
- Creative spirit and 'out of the box' thinking
- Entrepreneurial mindset, initiative, enthusiasm and pro-active attitude
- Strong organisation, communication and interpersonal skills; ability to work independently
- Computer proficiency: excel & powerpoint

Supervision

Supervised by Director

Application

Please send a C.V. and email or cover letter describing your interest to jobs@ahilya.com. Please state your possible starting date.