



# Strategic Marketing Placement

Location: Kensington, London, U.K.  
Industry: Luxury goods, Fashion  
Salary: upon experience

Start: July 2010  
Duration: 3 to 9 months | full time  
Application process: Open

## Profile

We are a young high-end luxury ultra-fine cashmere scarf company. We are looking for an intern to help develop our marketing strategy. You will be given the opportunity to gain real experience and have a say in the planning and implementation of the marketing strategy within a dynamic and dedicated work environment. You will get involved in different areas and have interesting, demanding responsibilities and tasks. This role involves implementation with managerial responsibilities and some strategic thinking.

## Role/Responsibilities

- Brand positioning
  - Use mapping tools to identify brand and product positioning
  - Analyse past performance & provide recommendations for product development and pricing
  - Develop model to monitor and quantify success of ahilya's marketing strategy
- Brand Promotion
  - Review press strategy and develop tools to enhance press presence in appropriate publications
  - Develop ideas for marketing events and follow up with calendar of actual events (focus groups, visual merchandising projects...etc)
- Social Web Networking
  - Enhance web networking tools through added content and increased interaction
  - Review performance of web features (website, diary...) and ensure cohesiveness

## Skills required

- Excellent written and fluent spoken English. A second language is a bonus.
- A good understanding of marketing principles and tools
- Creative, enthusiastic and out of the box mindset
- Strong organisation, communication and interpersonal skills
- Excel and PowerPoint proficiency. Photoshop and Illustrator skills would be a bonus.
- Adaptable and with a team spirit, ability to work independently

## Supervision

Supervised by Director

## Application

Please send a C.V. and email/cover letter describing your interest to [jobs@ahilya.com](mailto:jobs@ahilya.com). State your possible starting date.