**Marketing Assistant Internship – Madia & Matilda**

**Position -** Marketing Assistant
**Reports to** - Creative Director
**Location -** Stroud, Gloucestershire
**Start date** - ASAP

**Company**

Madia & Matilda is an innovative Luxury Vintage Label, based in a creative town in Cheltenham, Gloucestershire; as a business, we strive for excellence within sustainable womenswear.

Working for Madia & Matilda, will be a rewarding experience, within a start-up environment and the opportunity to be part of a new company, each day will be varied.

**Role Outline**

Based in Stroud, Gloucestershire, Madia & Matilda is a small start up Fashion label, you will gain a full all round experience of the company and reporting to the Creative Director. You will have the opportunity to gain excellent hands-on experience, in a fast-paced Vintage fashion marketing environment, which will broaden as the team grows.

This role has key responsibilities to ensure marketing projects are completed on time, liaising with other business areas and external suppliers and partners.

**Key Responsibilities**

* Contact with suppliers, via phone and email.
* Identify companies within different target markets as agreed with the Marketing
* Research into event production, venues, suppliers
* Some production work, organisation of events and marketing campaigns
* Supporting the offline marketing team with ad-hoc tasks
* Apprentice will need to contact as many members of the press, bloggers social media, digital marketing, editorial, product and PR teams; in order to improve brand awareness.
* Co-ordinate weekly direct mail initiatives (planning, mail merge and individual letters,
* printing, checking, signing and packaging)
* Negotiation with external suppliers - printers, event sponsors, PR agencies, production agencies.
* Draft new letters as required in conjunction with the Marketing Manager
* Work closely with our admin and Marketing to schedule calls, confirm appointments, report
* back on quotations made and outcomes
* Keep the marketing database up-to-date, importing new data, updating records and
* performing the necessary cross checks
* Prepare partner briefing packs prior to prospect appointments
* Electronic and digital filing as required

**Key Attributes**

* Able to work both independently and as part of a small team
* Ideas focused and able to think creatively and strategically
* Excellent organisation skills, able to work to deadlines and show initiative
* A love for fashion
* Good written skills with an ability to write creatively with a fine attention to grammar and spelling

**Liaise with -** PR, Creative Director, Suppliers, Press & Bloggers.

Please send your CV and covering letter to **info@madiamatilda.co.uk**