



ATELIER PHI

WOMEN'S TAILORMADE CLOTHING

Internship Marketing & Content Creator

Are you passionate about marketing communication and sustainable fashion? Are you creative with words? And do you want to work with former refugees and make real impact? This is your chance!

This internship will give you the opportunity to build the marketing communication of the start-up fashion label Atelier PHI! You will translate the mission and key values of Atelier PHI into effective communication messages and content. The focus will be on the promotion of our new collection PHI Festive.

Atelier PHI

Atelier PHI is a conscious fashion label with a social mission: women's tailormade clothing is created by former Syrian refugees. Women experience the craftsmanship of clothing and get to know the maker of their unique piece of clothing. PHI believes that every woman, with her own taste and size, should have the opportunity to express her personality through her clothing. As every piece is tailormade, Atelier PHI gives women the feeling of uniqueness.

The makers of the clothing of Atelier PHI are professionals and have gained experience in the fashion industry in their hometowns in Syria. At the atelier, the craftsmen work in their own field and have direct contact with locals enabling them to practice the Dutch language and get to know the culture. Being valued and rewarded for their talents and experience gives these newcomers hope, empowerment and independence in creating a new future in the Netherlands.

Next to offering clothing offline, via the atelier, we just launched a web shop.

Key responsibilities

- Engaging potential customers by managing online campaigns on the different social media platforms, like Facebook, Instagram and LinkedIn
- Developing content for these online campaigns (photography, video & text)
- Implement social advertising campaigns on Facebook and Instagram.
- Monitoring, analyzing and reporting of the performance of your implemented campaigns on a monthly basis
- Identifying opportunities for optimization and conversion improvement

We offer

- The opportunity to build the brand of Atelier PHI and gain experience both on a strategic and practical level in the field of marketing communication
- Experience working at a start-up and a devoted team including former refugees.

- Working in the Atelier in the city-center of Amsterdam. The atelier is a boutique, workplace and office at the same time and has an informal setting.
- Period: Minimum 4 months and at least 3 days in a week.
- **Start date: November 1, 2018**

Who are you

- Energetic, open-minded and ambitious
- Passion for fashion, marketing communication and branding, and the digital world
- Creative with words, fluently in Dutch and high level of the English language
- Affinity with social entrepreneurship and looking forward to work together with former refugees
- High level of understanding of the social media trends and channels
- Bachelor and/or Master in Communication, Journalism, PR and/or Online Marketing
- Basic knowledge of Adobe InDesign and Photoshop

Is there a match?

Are you excited about this internship and do you think you are a perfect candidate for this job, send your CV and a short e-mail to philine@atelierphi.nl before **October 21, 2018**. For questions call Philine at (0031) 6 47003372.