

ERIK BRUCE

Branding and Social Media Intern for Erik Bruce, New York City

October 12, 2018

Are you a highly creative, extrovert and socially engaged marketer?

Erik Bruce is a fast-growing design & manufacturing company based in Brooklyn, New York.

Having our own designers and tailors, we make bespoke curtain creations. We own a well-positioned niche in the absolute high-end/luxury consumer and commercial markets in Greater New York – a niche with an enormous growth potential. The clients are high-profiled luxury brands, architects, interior designers and high net-worth individuals.

The company was founded by Erik Bruce (American) in 2011 and Simon Hansen (Danish) joined the company early 2015. Today, the company is owned by the two partners.

We are currently about 25 full-time employees and have doubled our sales in the past three years. We have ambitious growth plans for the coming years.

Your Role

As an intern within the field of branding and social media, your focus will be to work with the management on developing our brand awareness and social media activities. Having launched a new visual identity in the summer of 2018 as well as a new website, we are ready to continue building brand awareness of the Erik Bruce brand.

Tasks

Assist in building higher awareness of the Erik Bruce brand through social media and SEO.

Support and participate in 3rd party events and activities, by actively engaging with external stakeholders.

Continuously support the development of company presentations to new high-profiled clients (architect firms and interior design firms).

Assist in client research and segmentation. Create targeted newsletters and other marketing activities based on our existing CRM driven marketing approach.

Assist in developing showroom partnerships and implementing the concept of products, marketing material and price lists.

Ad hoc support tasks for management.

You become part of a multi-cultural and entrepreneurial company in a fast-paced niche with an extremely interesting client portfolio. You will be immersed into all aspects of daily work in a smaller growth company with lots of hands-on tasks.

About Yourself

We are looking for an outgoing, highly self-motivated individual with strong analytical and communications skills. You are interested in design, fashion, arts and/or any creative field. You have a high sense for detail but always without losing the overall vision. You are curious of nature and eager to learn. You are in your last year of your relevant Master's Degree at Business School or similar - or have just finished your Thesis and are eager to get international and entrepreneurial exposure on your resume.

You will get on a steep learning curve in a challenging internship in a fast-paced city and environment.

Apartment allowance, flight ticket and visa application fee paid by the company. Travel insurance and costs of living will be paid by the intern.

Application & Start Date

Expected start date is Feb 1st, 2019. Other start dates can be discussed as we are reviewing applications on an ongoing basis. The duration of the internship can be adjusted according to agreement, up to 6 months. Please submit your cover letter and resume to simon@erikbruce.com.

More information about our company can be found at www.erikbruce.com.