

Job, Internship and Career Opportunities - **Worldgoods Fair Trade**

Position: **Marketing and Public Relations Intern**

About Worldgoods Fair Trade

Worldgoods Fair Trade is a company primarily concerned with retail sales of ethically-created and sourced handmade gifts and commodities that benefit impoverished communities and the environment.

The official mission of Worldgoods is to promote fair, long-term sustainable development for artisans and the world's poor in several countries, and to stimulate cultural awareness and diversity education within our own community. We accomplish this mission by promoting and selling fair trade products in a variety of venues, hosting awareness events, giving back to local organizations through our fundraising program, and visiting artisan groups to realize our impact, provide assistance and improve trade relationships.

During 2008, Worldgoods Fair Trade hopes to accomplish an aggressive growth in sales, create a strong brand identity, adopt new marketing techniques to reach a wider base of consumers, and strengthen impact on producer communities.

Job Description / Anticipated Responsibilities

We are seeking a career-minded individual who is able to contribute as well as implement key marketing and branding strategies for our company. The individual will work closely with Worldgoods Founders and Ambassadors founders to launch and develop sales strategies, attend events, reach target and new markets and establish excellent public relations.

Specific tasks the chosen intern will perform/help to perform include but are not limited to: catalog design, managing marketing and advertising campaigns, retail store layout and design, communication with customers, event planning, website updating, networking, and assistance developing new print, video and online marketing materials

Skills / Qualifications / Experience Preferred:

College Degree or Course Work and track record demonstrating :

- Strong Communications and Public Speaking Skills
- Good Written Skills
- Ability to Create and Position Marketing Campaigns
- Ability to Network with Other Professionals
- Ability to Work Independently and Meet Deadlines

Computer Skills including :

- Web Site Development or Maintenance in HTML
- Shopping Cart Technology and/or Experience Selling on eBay
- Knowledge of Online Networking, Marketing and Advertising
- Image Processing preferably in Photoshop
- Design Experience preferably in InDesign or Illustrator
- Word Processing, Database, and PowerPoint Experience

Other Skills / Qualifications:

Applicant must understand and be committed to the principles of Fair Trade

Applicant must also be willing to do all operational tasks when asked - including but not limited to packing, shipping, inventory management, unloading imported and domestic merchandise shipments, product testing, setting retail displays
Applicant must maintain sincere interest in/knowledge of global issues and geography, especially pertaining to third-world

This position would be ideal for a current college student recent college graduate in a business, IT or marketing-related field with the energy to launch new advertising campaigns and sales channels for our company. The successful applicant will have the opportunity, if successful, to earn cash stipends or significant remuneration based on performance. The position can turn into permanent employment if mutually desired at the end of the semester-long internship. The position is expected to be filled on or before March 1, 2008. Applications will continue to be accepted until the position is filled. **Please take the time to learn about our company ahead of time at www.worldgoodsgb.com.**

Salary / Income and Benefits Information

This internship is designed for students to gain practical experience otherwise not offered to candidates without years of marketing experience, and will directly strengthen intern's portfolio. We will work closely with candidate's school and participate fully in evaluating candidate as needed for credit eligibility. While a cash stipend/remuneration may be available at the close of the internship and is dependent on performance, candidate should apply on basis that this is a **for-credit, unpaid internship**.

Hours / Flexibility:

Many of the responsibilities of this position allow for flexible hours, and we are willing to work around a student's schedule. We anticipate intern will work approx. 10-20 hours per week, some of which will need to be done at our Green Bay location or at a specific event location within Northeastern Wisconsin.

How to Apply:

Applications will be accepted **by email only** to: fairtrade@worldgoodsgb.com. Worldgoods will contact qualified individuals.

REQUIRED: Please send a well-written cover letter and résumé to email address listed above.

OPTIONAL: Providing two or three professional references is not required, but will strengthen an application. Providing samples of work (i.e. marketing plans or reports, designs) is not required, but will strengthen a candidate's application.