

Summer Marketing Internship (May – August 2011)

Autonomie Project is a Boston-based Fair Trade fashion company offering stylish sweatshop-free, eco-friendly & vegan footwear and clothing for children and adults. With the strong desire to effect positive change in our world and the attitude of building a company bottom-up grassroots-style, the founders of Autonomie Project seek to supply high-quality, on-trend garments to conscious consumers at a competitive price. In addition to its retail/wholesale operations, the company aims to make a positive social impact on our earth by educating the public and raising awareness around today's most pressing global issues.

We are currently seeking a part-time intern to join our team and take the lead on a variety of projects that will help us grow our business. We expect the internship to start in May 2011 and last through August 2011, possibly extending into the fall semester, if desired.

Intern will be expected to work in our office in Boston/Allston, MA 2-3 times a week as well as work remotely from home 1-2 additional days per week, for an estimated total of around 15-20 hours per week. 'Virtual' interns from outside of Boston will also be considered, although not preferred. A personal laptop is useful for this internship, but not required. Details for this position are listed below.

Primary responsibilities will include:

- Designing and executing a university "ambassador" program to further engage college students across the country in Autonomie's social mission.
- Researching and developing a customer profile; monitoring current marketing strategies and executing new marketing campaigns to target and attract new customers based on the profile findings.
- Researching and writing articles for Autonomie's blog on a bi-weekly basis (or as assigned). Topics will be assigned and will cover a range of subjects including global labor rights issues, environmental activism, current events and politics, and animal cruelty.
- Assisting Autonomie Project staff with events, festivals and trade shows on select weekends throughout the late spring/early summer. Responsibilities will include designing booth displays; preparing product and materials; and manning the booth, involving selling product, networking on AP's behalf, and educating the general public on our company and our causes.
- Assisting Autonomie Project staff with writing copy and developing content for various marketing projects, including a new website scheduled to launch fall/winter 2011.
- Assisting with the management and networking of Autonomie Projects social networks, including Facebook, Twitter, YouTube, Linked In, Yelp, and others.
- Assisting Autonomie Project staff with researching new leads of stores, boutiques and potential new clients in USA and Canada; making sales calls and possible visits to new and old leads; following up with and developing relationships with current accounts and leads; fully managing new CRM (customer relationship management) software program.
- Daily office management including assisting with shipping/receiving, customer service and inventory management.

Ideal candidates will possess the following qualities:

- Interest in business, particularly start-up social enterprise.
- Energetic, outgoing and positive attitude.
- Attention to detail, top organizational skills and the ability to multi-task and meet deadlines.
- Excellent communication and interpersonal skills.
- Independent work ethic.
- Willingness to pitch in, pound the pavement, roll sleeves up and get dirty.
- Previous experience in social justice, anti-sweatshop movement, fair trade or socially responsible business is preferred.
- Previous experience in writing and/or blogging is preferred.
- Proficiency in Microsoft Office programs, including Word, Excel and Outlook.
- Proficiency in shared web-based programs, including Google Calendar and Google Documents.

Compensation/Benefits:

- This internship is unpaid with a possible transportation stipend
- Learn firsthand about the Fair Trade/ethical business and garment industries
- Gain valuable skills in sales, marketing, education, writing, operations and leadership
- Meet, work and learn with great people
- Free Autonomie Project footwear and apparel

To Apply:

- Please email resume and cover letter to anne@autonomieproject.com.