

PRIMARY POSITION RESPONSIBILITIES

POSITION TITLE: Intern, Brand Communications & Events (Victoria's Secret)

PURPOSE OF TEAM:

Support development of a high-emotional brand story utilizing communications, events and PR vehicles to drive business growth and build brand equity. Key areas of responsibility include supporting strategy and execution for: Victoria's Secret initiatives, Fashion Show production, international expansion and sustaining activities, customer, press and VIP events, branded video and entertainment, supermodel development and appearances, media relations for digital, social and traditional outlets and PR driven philanthropy partnerships.

QUALIFICATIONS:

- Pursuing a degree in public relations, communications or marketing.
- Must have prior internship experience
- Knowledge of fashion and entertainment media
- Highly organized and efficient self starter
- Strategic, analytical and creative thinker.
- Knowledge of Microsoft Office applications
- Excellent written and verbal communication skills.