

The logo for Bestseller, consisting of the word "BESTSELLER" in a bold, black, sans-serif font, centered within a light gray square background.

# BESTSELLER

## **PR/Marketing Internship (unpaid)**

### **Description:**

Bestseller is an international, family-owned fashion company offering a range of high-quality clothing and accessories to women, men, teenagers and children. Bestseller has over 130 fashion retail stores between Ireland and the UK, stocking more than 30 brands including JACK&JONES, JUNAROSE, JACQUELINE DE JONG, MAMALICIOUS, NAME IT, NOISY MAY, OBJECT COLLECTORS ITEM, ONLY, ONLY&SONS, PIECES, SELECTED, VERO MODA, VILA, Y.A.S.

### **Role Description:**

The intern will shadow the Marketing Manager but will be responsible for managing the day-to-day relationships with media, taking a pro-active approach to distributing relevant content to media and influencers to increase media coverage on Bestseller brands. The intern will report on & manage the influencer send outs and report on coverage received.

It will also be very important for the intern to work closely with the sales teams to ensure Bestseller are pushing the right styles in accordance to what has been sold into the retail and wholesale stores.

### **Key Responsibilities**

- Supporting the marketing manager in daily administrative tasks
- Assisting in planning and execution of PR campaigns
- Drafting, editing and issuing press materials
- Proactive and reactive engagement with key contacts in the media on a regular basis
- Distribute bi-weekly trend reports across 8 Bestseller brands to key media
- Manage influencer send-outs and monitor coverage to report on same
- Help organize marketing events
- Compose and post content on the company's social media accounts
- Liaising with key department across the business; Sales, Retail
- Developing and maintaining an up-to-date contact database across all relevant media sectors
- Managing reports for media coverage received
- Assisting the retail stores with social media and events as required

## **Requirements**

- A creative mind-set and a willingness to learn
- A positive, can-do attitude and a team player
- Excellent verbal and written communication skills- copywriting experience a bonus
- Solid understanding of the Irish media and influencer landscape
- Ability to take direction and absorb information quickly
- Well-organized with a customer-oriented approach

## **Qualifications**

A bachelor's degree in PR or marketing and/or relevant experience

## **How to apply:**

To apply send your CV and cover letter to the HR Department at:  
[seamus.staunton@bestseller.com](mailto:seamus.staunton@bestseller.com)