



BRAND INTERN

SEPTEMBER 2024 - May 2025 *(can vary)*

QUALIFICATIONS

INTEGRITY + CHARACTER

Brand and reputation are big to us!

- Known for going over and beyond the task and appreciating quality work
- Known for taking initiative
- Known for serving others and having patience with others
- Known for taking responsibility for tasks, faults, and victories
- Known for wanting to learn and read to improve self and others
- Known for confident humility
- Known for being punctual, reliable, and committed
- Known for communicating professionally and being able to adapt to the target audience
- Known for being creative with a strong aesthetic eye
- Known to use social media daily and genuinely enjoy it
- Known for being professional in speech and writing
- Known for being self-motivated and self-disciplined

EDUCATION + EXPERIENCE

- In the process of completing a degree in communications, PR, marketing, or journalism
- Junior or Senior in standing
- Completed at least one internship with a business.

SKILLS

- Proficiency in writing, preferably for branding, marketing, advertising.
- Ability to capture creative content on an iPhone.

- Strong aesthetic eye and dedication to keeping all content on-brand visually.
- Ability to adapt to the client's brand style, specifically in writing.
- Proven ability to manage multiple projects/responsibilities/clients through organization, time-management, and self-direction
- A resourceful work-ethic and ability to research to find solutions

RESPONSIBILITIES

BRAND MESSAGE

- Once you take our Brand Message course and have been trained, you will draft the brand messaging following our outline and formulas. You will work with The Project Manager to edit and refine.
- You will assist team with writing for website outlines (as needed).

CONTENT CREATION

- We work with a remote Marketing Strategist. She leads all marketing initiatives but needs someone internally to capture iPhone photos and video content each week. You will assist in capturing the content independently and with Eloise. Experience capturing quality content on an iPhone is required.

BRAND PHOTOSHOOTS (as time allows and as needed)

- Assist the Photoshoot Manager with the preparation and errands of photoshoots
- Attend photoshoots and assist Photoshoot Manager and Photographer

MEETINGS

- You will attend the Monday morning Team Meeting and Thursday morning Strategy Meetings each week. These can be attended in-person or via zoom.
- When attending Client Meetings, it is your responsibility to take detailed notes in the shared documents.
- Attend the monthly BuildWell zoom to take notes for Eloise.

LEARNING + MENTORING

- Attend internal and client strategy meetings to learn the process and approach to intentional creative strategies for small businesses. (as time allows and as needed)
- You will gain experience by working with the Project and Photography Manager, owner/consultant, and Designer. You will be mentored by Eloise Stewart with private career meetings throughout the internship

COMPENSATION

The Brand Intern will be paid per hour at a rate of \$10-12/hour and will have the opportunity to receive class credit. The need will be for 10-20 hours per week.

WORK ENVIRONMENT

The internship is a hybrid working environment.

We are a local team based in Downtown Opelika. You will work from the office or remotely based on class schedule. Most clients are located in the area but some are located in Georgia and across the United States. The key to working in the team is a servant-mindset, self-responsibility, and time management.

HOW TO APPLY

Eloise Company LLC. is a branding consulting company that focuses on the details (both visually and through words). This means we are very intentional about how we communicate and we appreciate those who put forth effort in all that they do. Please see our LinkedIn page, social media profiles, and website to fully learn about what we do and preach. If you feel your strengths, skills, and passions align with what we do, we would LOVE for you to apply!

- 1-page resume (PDF only)
- Coordinating cover letter page (PDF only) – please share about your branding or small business experience
- Coordinating reference page with 2-3 references (PDF only)
- Please include your LinkedIn URL and social media handles (if public) somewhere on your materials so we can learn more about you!

APPLICATION PROCESS

1. Apply by emailing Eloise Stewart at eloise@eloisedesignco.com
2. We will review each application and contact applicants who are qualified for a 15-minute phone call with Eloise.
3. If the initial phone call is successful, the applicant will be asked to complete an exercise in branding messaging or be asked to share a sample of writing.
4. The next phase is an in-person interview with Eloise if the applicant is able to complete the exercise well.
5. If both the applicant and Eloise want to move forward, a coffee meeting will be scheduled so the applicant can interact with the team and the office space.
6. If the coffee meeting is successful for both sides, a potential internship offer will follow.