

Alfred & Wilde Paid internship 2016



About Alfred & Wilde

Alfred & Wilde is an East-London based design brand producing bold geometric and typographic art prints, stationery and homewares. The brand was launched in September 2013 and was founded by artist and designer Simon Mitchell.

The graphic designs draw inspiration from architecture and science, combining clean geometric lines with typography.

The first collection of Alfred & Wilde hand-pulled screen prints and tea towels featured modernist London landmarks, and many designs still playfully reference Simon's love of the city. The latest Platonic Solids collection is inspired by a series of beautiful geometric shapes that have been studied by mathematicians for millenia.

All products are made by independent manufacturers and artisans. You can find Alfred & Wilde products at good design stores and independent boutiques across London and Europe. Throughout the year you may also spot us at selected markets and shopping events, particularly in East London.

About Simon Mitchell

Educated to MSc level, and worked in charity marketing for 5 years before launching the brand. Read more:

<https://www.linkedin.com/profile/view?id=59636551&>

Internship activities could include any or all of the following:

Design

- Helping design website images, banners, printed marketing materials and packaging.
- Assisting with photo shoots, including styling.
- Contributing ideas to future product designs.

PR

- Contributing to PR planning and suggesting new and creative ideas based on your personal experience and understanding of the brand.
- Researching and creating media target lists using Twitter and other relevant sources of information.
- Writing and sending press releases to national and local blogs, newspapers and magazines.
- Delivering samples to press.
- Blogger outreach - relationship building with influential bloggers.
- Contributing to, and helping to implement, social media activities on Facebook, Twitter, Pinterest, Instagram and blog.

Marketing and sales

- Contributing to marketing plans for both wholesale and retail customers.
- Helping produce e-newsletters using Mailchimp.
- Researching and building database of potential retail stockists.
- Contact potential new stockists and record communications using CRM (customer relationship management) software Insightly.
- Helping pack up and deliver samples and stock to wholesale and retail customers.
- Assisting at leading industry trade shows including Tent London and Top Drawer.

About you

Essential

- Highly motivated with an interest in design-led products, graphic design, brands and interiors.
- Really good writing skills (for emailing, social media and newsletters).
- Good attention to detail when working with databases, facts and figures.
- Happy to do largely desk-based work.
- Keen to learn new skills.
- Sociable and friendly.
- Access to your own laptop.

Desirable

- Interested in learning about running and growing a creative business.
- Understanding of the retail sector.
- Experience using, and access to, MS Excel and Word.
- Experience using and access to graphic design software (eg. Adobe Creative Suite).

Dates, duration and location

- To start immediately and ideally for 2 months or more.
- 2 days per week (14 hours) working with founder Simon Mitchell.
- Alfred & Wilde is still based in a home studio in Hackney, so the internship will work from co-working spaces at places like the Southbank Centre members room, Tate members room, Hatch Homerton, or coffee shops. Alfred & Wilde may be moving to a new studio soon.

Training opportunities

- Gain insider knowledge of how a creative start-up company works.
- Sourcing and manufacturing retail products.
- PR and marketing planning and strategy.
- E-newsletter software Mailchimp.
- CRM software Insightly.
- Bookkeeping and basic accounting.
- Social media including Pinterest, Instagram and Twitter.
- Google Analytics.
- Facebook advertising.

Payment

- £7.50 per hour. Additional out of pocket expenses such as business travel will also be covered (but not travel to and from the internship itself).

To apply

- Send a CV and covering letter that covers:
 - Why you want to do this internship.
 - Why you think you would be good at it, including any relevant experience or examples of work.
 - What you hope to learn or have a go at doing.
 - Tell us about two of your favourite design-led brands and why you like them.
- Send your application to: simon@alfredandwilde.co.uk
Interviews will be scheduled as soon as possible.