

Austin | Fowler

Marketing & PR Internship

Company Description

Austin | Fowler is a fast growing company founded in 2015 by Stephanie and Vince Fowler. We design and sell bags and accessories online and wholesale that are chic and organized and are the ideal work bag, diaper bag, travel bag, and every day bag. We believe that you shouldn't have to sacrifice style for functionality and are passionate about delivering an upscale shopping experience for our customers and delivering products that simplify their life on the go.

Objective

We are looking for someone to join our team that is resourceful, creative, hard working and versatile. In this role you will be expected to be comfortable exploring and navigating a variety of opportunities which include, but are not limited to creating a media kit, pitching media, secure media placements, engaging with influencers, and navigating the every-changing public relations and marketing landscape. To be successful in this role, you should be well-organized, have great time management skills and be able to act without guidance.

This role would ideally be someone that can grow with the company and works very well with the Austin | Fowler team. Ultimately, you will contribute to the expansion of the Austin | Fowler brand.

Job Description

- Conduct social media research on best practices and the latest trends to help guide marketing efforts
- Help create content to be posted on social media
- Build communications that inspire and engage our audience
- Review and edit current materials to ensure brand consistency

- Plan out content in a social media content
- Execute (post and publish) social media content
- Public Relations
- Conduct research to help guide media/PR strategy
- Help draft media pitches
- Will meet with Steph at least weekly to determine the tasks for the week and coming weeks
- Assist with Coordinating and sending Austin | Fowler email campaigns through Klaviyo
- Will do outreach to work with influencers to schedule collaborations
- Update content bank from social media posts
- Continually be looking up new research on how to optimize website, social media, etc. to increase conversions

Requirements

- Excellent time management skills
- Solid organizational skills
- Incredibly detailed
- Wonderful people skills
- Able to think strategically and high level
- Very polished
- Extremely comfortable with and creating content for Instagram, Facebook, Twitter, TikTok, and, YouTube
- Ability to think strategically with both a long-term and immediate focus
- Experience using Canva
- Highly organized and methodical
- Resourceful, able to work off a small budget
- Great at working as a team and independently
- Willing to put in extra time as necessary
- Able to think outside the box and come up with creative solutions
- Hard worker
- Responsible with ensuring that work is completed timely and thoroughly
- Possess or currently pursuing an Associate's or Bachelor's degree in business, marketing, communications, or a related field

Commitment

- This is a part-time paid internship ranging from **5-15** hours per week.