



FOGAL was founded in 1921 in Zürich and has celebrated women and the beauty of their legs ever since. The FOGAL brand stands for unparalleled expertise in the hosiery sector, a reputation earned by over 95 years of experience in the business. Natural fibers such as cashmere, wool and silk are instilled in FOGAL's identity and conjure timeless luxury to the touch. And FOGAL's color range has made it a stylist's favorite across the world. Today, the Swiss brand is a global leader in legwear, distributed in Europe, the US, and Asia.

Are you interested in joining our team? If so, take the opportunity to apply as

MARKETING INTERN 100% (MIN. 6 MONTHS)

What the role entails

- Support of all areas of Marketing to get the right content and tools to the right people at the right time
- Trade Marketing:
 - Support the preparation of product and communication material information for all channels
 - Help answer queries from inside and outside the organisation
 - Support the preparation, execution and analysis of retail campaigns
- VM:
 - Support in the development of Visual Merchandising guidelines according to the FOGAL communication / retail calendar and the implementation across all channels
- Media (owned, earned, paid)
 - Support the content creation and implementation of contents across platforms, including the website, social media channels, newsletters etc.
 - Help with PR requests
- Events:
 - Support with concept, implementation, and follow up of any events across the channels
- General Marketing support:
 - Support in liaising with third-parties and suppliers on all marketing topics
 - Support in the graphic and content adaption of any assets and creation of 360 communication tools
 - Coordinate our sample collection
 - Data consolidation and reporting across different systems

What we are looking for

- A motivated, proactive and highly organized team player with excellent interpersonal skills
- Ideally a first internship or part-time experience in a retail/fashion environment
- Good knowledge of Microsoft Office software, particularly Excel and Powerpoint
- Strong digital affinity
- High service orientation and degree of precision
- Capability to work in a fast paced environment and under pressure
- Fluency in English and (Swiss) German are required; other languages are a strong asset



What you can expect

- A small and highly dynamic team in a business that evolves quickly
- Chance to be part of the “first team” re-launching the brand and to evolve with the company as it grows
- Direct reporting into the Director level
- A workplace in Zurich

If you are interested, please send your application to hr@fogal.com including your CV, diplomas, and reference letters.