

**AMMA JO FASHION, MARKETING & MERCHANDISING INTERNSHIP**

**6 MONTH PROGRAM: DECEMBER 2021 - MAY 2022**

**Downtown Harrisburg (Strawberry Square)**

**Park City Center**

**Pay: \$12.50/hr**

**(10 - 15 hours a week)**

AMMA JO is a fashion label and women's empowerment brand. We produce our own brand of colorful women's handbags and accessories. We add vibrant color and energy into the lives of our customers and empower our customers through our learning programs. Our mantra is "dreams do come true". We believe women deserve to live their dreams and to do so fashionably! Our founder, Amma Johnson (AKA) launched her dream in 2014 with just one handbag and \$100. She wanted to make a better life for herself and her children. Today, the brand is distributed in over 100 retail stores as well as her own retail showrooms.

**SCOPE OF INTERNSHIP & RESPONSIBILITIES**

Our FASHION INTERNSHIP is an integral part of our brand as we grow.

- Work as a style expert in our showroom to help customers find the perfect accessory or gift
- Work directly with AMMA JO to create and implement a seasonal marketing and sales strategy
- Conduct valuable research projects to help grow and sharpen our brand
- Create valuable and inspirational content for social media
- Merchandise our seasonal displays and complete floor plan changes as needed
- Complete community needs training to understand about local resources to be a community builder
- Complete seasonal fashion and beauty research project
- Complete our "personal growth" training programs and complete your AMMA JO Personal Growth Plan (PGP)

**PERKS**

- 40% off AMMA JO merchandise
- 25% off AMMA JO BEAUTY
- Monthly employee rewards including gifts and product through our sales programs
- Additional commission upon completing "Earn 2 Learn" optional development opportunities

Email resume and cover letter to Amma Johnson at [ammajo@shopammajo.com](mailto:ammajo@shopammajo.com)

## CORE VALUES

- **5 STAR CUSTOMER SERVICE.** Every day, we deliver excellence in customer service. We strive daily to create a beautiful experience.
- **INSPIRATION.** Every day, we inspire our customers and employees. We inspire our customers with a “hello” and a “how are you” everyday! We smile. We are bright with happiness and joy even on our “bad days”. We strive to find that smile.
- **GROWTH.** We hire people who have the desire to GROW everyday. You must complete a growth plan and make a personal commitment to yourself to grow somehow and somehow everyday.
- **STANDARDS.** We fully understand that selling our products and services keeps our company growing. Understanding how our stores operate and how we stay profitable is important for every employee and partner to embrace. We understand the need for structure, timeliness, showing up when expected, good management of inventory, sound and fair principles with people management and solid operational practices keep our company growing strong. It is imperative and of the utmost importance that we are integral with everything we do and willing to challenge each other to uphold these standards.
- **ENTREPRENEURSHIP.** We believe every woman and every person deserves to live their dream. We inspire hopes and dreams. The same entrepreneurial spirit that started our brand is the same entrepreneurial spirit that builds a great community. Through great ideas, we can make our communities better. By taking action on great ideas, we can create opportunities for others.
- **CULTURE.** We celebrate culture everyday. We welcome customers of all cultures and backgrounds. Our showrooms overflow with vibrant color and that vibrant color is not only a celebration of style and fashion, but a celebration of the rich color that makes our world beautiful.

## POSITIONS AVAILABLE

### **Student Showroom Manager**

Focus areas: Operations & Leadership

- Oversee scheduling and people development as well as ensuring showroom culture is up to standard
- Oversee merchandising and sales strategies
- Ensure we are reaching customer service standards
- Manage customer experience
- Track and update inventory data and reports
- Serve as point of contact for community outreach
- Implement sound inventory management practices
- Manage and update inventory master

### **Content & Social Media Manager**

Focus areas: Marketing & Promotions

- Create engaging content for use across social media platforms
- Manage customer and product promotions
- Schedule and manage customer and product photo shoots
- Create in-store and online graphics for store events
- Update and sync product listings
- Create, update and produce social media analytics

## COMMUNITY PROJECT

- Interns will attend monthly community events
- Interns will create community service project
- Interns will also engage with our list of local corporate community contacts to help gain an understanding of how community and economic development works
- Interns will have access to local resources and contacts in the entrepreneurial and start up communities to gain and understanding