**Simple Gay Apparel Creative Summer Internship**

**(Can Turn Into A Full Time Position in Fall)**

**Intro / Overview**

Simple Gay Apparel is growing and we’re looking for a creative, detail-oriented, passionate person to join the team! This job is unlike any other: you’ll be working closely with me in different locations and across job titles. We’ll be traveling up and down the east coast, selling on college campuses, creating content, building our online presence, managing online orders, and just adapting real time to do whatever it takes to make the Simple Gay Apparel dream a reality.

The plan for this summer is to create Instagram advertising and tiktoks to promote the brand, to put out new products, and to spend some time scouting out potential retail locations in NYC.

The plan for the fall semester is to yes, still sell on college campuses 1-2 days/week, but most of our time will be focused on building our online presence. Drastically increasing Simple Gay Apparel e-commerce sales is where the brand is headed. I’m looking for someone who wants to be immersed in a meaningful, multifaceted project and has the skills to make impactful contributions.

**The Job Involves:**

* Writing, filming, and editing TikToks
* Creating and posting content/ads for Insta/FB (graphic design + photography elements required)
* Tracking and reordering stock
* Shipping orders
* Creating new products
* Shooting and editing photos of products -- stand-alone and on models
* Updating the website
* Improving SEO & Writing Blog Posts
* Outreach/PR/Influencer Partnerships

**Unique Summer Additions:**

* NYC retail scoping
* NYC Markets/Pride events
* Location: ideally we're together, creating content, learning the ropes, I can provide #vanlifehousing in NYC

**Unique Fall Semester Additions:**

* Traveling & selling our apparel at booths on college campuses

**Ideal Candidate Qualities:**

**Soft-skills:**

* Detail-oriented!! Attentive and mindful
* Action-oriented
* Passionate
* Creative
* Quick learner
* Willing to step out of your comfort zone
* Collaborative
* Good at making creative ideas reality!
* Pushes things forward, good prioritizer, organizer, etc.
* Excited to communicate with customers in person and online about the brand and our products

**Hard-Skills**

* You are an excellent communicator—visual, written, verbal
* You know how to talk to people, you know how to convey messages poignantly, succinctly, and accurately. You know how to tailor messages to what works on different platforms and mediums, you’re an excellent writer and you’re comfortable in front of and/or behind a camera.
* You are great at photography and videography (photoshoots, tiktok videos, etc). You have an eye for what looks good and have practice creating it.
* You are great at graphic design
* You have TikTok / Premiere Pro video editing abilities
* Graphic Design Skills - Ideally great with Adobe Illustrator and has Photoshop proficiencies
* Some excel experience a plus

~~ Ideally, you can help me make bunches of *compelling* tiktoks/instagram posts/ads/blog posts that promote Simple Gay Apparel.

~~ if you don't have every skill above, but still have some, please still apply/contact me!

~~ Ideally, you are willing to travel via van for extended periods (to where we’re going to sell) The idea of vanlife, traveling the country, immersing yourself in new spaces, and immersing yourself in this project is exciting to you. *Housing provided via vanlife! Monthly stipend as well for food! Are we popping off online? Get comped with a % of online sales.*

**Locational Timeline / Trajectory:**

Summer: NYC - for consideration/scouting/ of markets & potential retail locations, and b/c it’s NYC!

End of August - late October: Boston

Late October - mid- November : Philly / NJ / Delaware / DC

Mid-Nov - mid - December : UNC, UF/USF

**What I want to see from you;**

**Work that best represents the skills you'll bring to Simple Gay Apparel, such as:**

* TikToks you've made
* videos you've edited
* Graphics you've made
* Photos you've taken
* Any pitch/salesy/messagey work you've done
* Any writing samples that showcase your writing craftsmanship
* Any data / analytical stuff you've made
* Any entrepreneurial work you've done

(links to these things or file attachments are great!)

**Would love for you to talk a little bit about:**

Why are you interested in working with me on building Simple Gay Apparel?

How much of an immersive job/project experience are you looking to engage yourself with?

*Interested? Shoot me an email at* [*contactsimplegayapparel@gmail.com*](mailto:contactsimplegayapparel@gmail.com) *with your resume & any relevant info about yourself as outlined above. Let’s talk!! I want to interview/talk with a bunch of people to see if we are right for each other, so please don’t be hesitant to email even without all things laid out for me to see right away.*

Thank you!

Emily Gross

Founder of Simple Gay Apparel

[simplegayapparel.com](http://www.simplegayapparel.com)