

Southern Marsh Internship Program

Who we are:

Southern Marsh Collection LLC develops and markets men's, women's, and youth apparel and accessories. Since 2008, Southern Marsh has provided timeless clothing for the individual who values comfort and style in the South. Best known for their graphic designs on their cotton t-shirts, Southern Marsh has grown each year and expanded to include a wide array of products. The brand reflects a carefree Southern lifestyle with images of the gulf, sky, and land that evokes a sense of pride and familiarity with its consumers. Our products allow our consumers to travel to that sentimental and relaxed state of mind

Southern Marsh is available online and throughout 350 independent retailers in the United States. The company is headquartered in Baton Rouge, La with its fulfillment facilities in St. Gabriel, La.

Who we are looking for:

Southern Marsh Collection is a multifaceted lifestyle company that is involved in the entire process of the garments and accessories it produces. At headquarters, each product is designed by our creative department and revised until they are content with the final products' size, color, construction, and design. From there, the sales team takes over in meeting with prospective stores and current retailers; by showing them the newest availability and helping them place orders for the upcoming seasons. They also keep in touch with clients to see how products are selling to report back to the office. Along with marketing side of the sales department, we also have the sales team that enters orders and exchanged into our sales system and works closely with the warehouse manager. Additionally, working with the creative department is the web design and content editor. This department is responsible for marketing materials via social media, our website, and helping retailers with advertising. As you can see, we do a littler bit of everything at Southern Marsh and are looking for individuals to participate in our new internship programs for various departments.

Marketing and Sales Internship:

The ideal candidate will be a team player and be responsible for executing sales strategy, initiating contact with existing and potential customers, identifying their needs and selling appropriate merchandise to meet those needs, while maintaining a relationship with all current accounts.

Essential Duties & Responsibilities (include but are not limited to):

Developing new business via telemarketing to new and existing clients

Answering phones, generating reports, filing, updating customer information, order entry, any other clerical duties necessary to support the department

Understanding customer needs in order to effectively communicate product specific solutions

Technology Proficient

Ability to show how SM brand can increase foot traffic into store

Answering customer requests for custom apparel and making product recommendations based on customer needs.

Monitoring, tracking, and overseeing the development of order fulfillment to meet client's expectations on quality and delivery date.

Any clerical duties required maintaining files, including filing, data entry, and answering sales and exchange phone calls.

Knowledge and Skill Requirements

Prior experience in the fashion industry is a plus

College Junior or Senior pursuing degree in Marketing, Advertising, or Business equivalent

Product Development Internship:

The Junior Product Designer will assist the Creative and Design team with the development of new product offerings, merchandising, and help build out the seasonal offering. They will help fulfill concept direction along with style needs, while balancing margin requirements and feasibility.

Essential Duties & Responsibilities (include but are not limited to):

Assist in R&D of new fabric and techniques

Assist in creating new silhouettes for the categories

Assist the design team with daily support including color copies, emails, etc

Assist in preparing development creative packages under direction of the Sr. Designer and/or Designer and send out to vendors

Email daily communication to vendors as needed

Support development team by preparing necessary visual tools (i.e. sketches, doll boards, presentation boards, fabric swatches, color standards, etc)

Knowledge and Skill Requirements

College Junior or Senior pursuing a degree in Apparel Merchandising, Design or equivalent.

Prior experience in the fashion industry is a plus

Graphic Design Internship (emphasis on marketing materials):

We are looking to hire a talented, energetic, graphic design intern to help with product marketing, branding, and web development. You will work with industry standard Adobe Creative Suite software to create and edit graphics for point-of-sale, marketing graphics, and edit html/css templates to improve online customer experience. The ideal candidate will possess 2+ years of experience conceptualizing and designing for both web and print collateral materials, is used to working in a fast-paced environment and maintain a strong point of view regarding their work and ideas to improve the overall aesthetic of our brand.

Essential Duties & Responsibilities (include but are not limited to):

Assist the Art Team with design projects, such as collateral materials, marketing materials, and retail graphics, from concept to completion.

Concept and execute seasonal retail materials, including window and in-store graphics.

Assist the creative team with the preparation of files for web/print, as needed.

Create graphics and prepare files for all Email campaigns.

Create graphics and prepare files for all Home page & Product pages for southernmarsh.com.

Update Homepage/Gateways as needed.

Create Web Banners/Online Ads as needed.

Knowledge and Skill Requirements

Prior experience in Web & Email Creative/Design – preferably in apparel or retail.

- Prior experience creating retail or event materials.
- HTML/CSS familiar as they apply to email and Web pages.
- Must possess strong typography skills and knowledge of contemporary design.
- Must be well versed in Adobe CS5 (InDesign, Photoshop, Illustrator) in a Mac environment
- Preferred to have experience creating web graphics including extensive knowledge of file formats,

resolution, and re-sizing of images.

Preferred Print production experience

Must be extremely detail-oriented, well-organized and able to thrive in a deadline-driven environment.

Must have an understanding of corporate branding, brand guidelines and be conscious of web restrictions.

High level of time- and project-management skills.

Ability to interact and communicate clearly and confidently with internal clients to determine their visual communication needs, present ideas, and take a project from start to finish.

Prior experience in the fashion industry is a plus

College Junior or Senior pursuing degree in Graphic Design, Marketing, or Business equivalent

Photography Internship:

We are looking to hire a talented, energetic, photographer intern to help with product marketing, branding, and web development. You will work with industry standard Adobe Creative Suite software to edit product photographs for print and online catalogs.

PRINCIPAL DUTIES:

Take product photos to maximize impact and highlight product features

Organize and edit product photos using Adobe Photoshop/Lightroom

Run automated photo processing scripts to generate catalog compatible images

Create online sales graphics, digital and print ads using Adobe CS.

Update CSS/HTML pages with new content

Experience with Microsoft Excel is a plus

Knowledge and Skill Requirements

Prior experience in the fashion industry is a plus

College Junior or Senior pursuing degree in Art or Photography

Hours Requirements:

We are flexible with your schedule on the hours and days you would work. The office is open Monday through Friday 9am-6pm. We only require that you are able to work around 20 hours a week during your internship period. Each internship will be paid based on your skill set level for the respective position.

To apply, send your resume to jobs@southernmarsh.com

Be sure to include the internship you are applying for in the subject line along with your name

If applying for the photography or graphic design internship, please include examples of your work or your portfolio

All applicants must be able to work onsite at the Baton Rouge office located near LSU's northgate