



# Consumer Insights Summer Analyst Job Description (NY Based)

## Overview

The Maidenform Internship Program provides interns with an excellent hands-on opportunity to experience an exciting company in a fast-paced corporate environment. The internship program will span a 10 week period, giving each intern "on the job" training, cross-functional project management, and exposure to Maidenform's senior leadership team. While each intern will work within their own key area, the goal of this program is to expose the intern to Maidenform's product lifecycle. To accomplish this goal, all interns will participate in a final project which will require contributions from each area of our business.

Interns are responsible for supporting their respective department, achieving specific and meaningful goals and objectives that will move Maidenform's business forward. It is critical that Interns represent our brand, operate in a professional manner, and deliver a consistent message to all employees and customers. Interns must demonstrate the ability to foster teamwork among peers, employees, and Maidenform business partners. Intern Goals and Objectives should support Maidenform's Core Business and link to Financial, People, Service, or Capability related initiatives.

## Primary Responsibilities/Accountabilities

Job Responsibilities	Goals and Objectives	Major Accomplishments
<ul style="list-style-type: none"> <li>• Support Consumer Insights Manger in market research analysis</li> <li>• Analyze NPD information, extracting key themes and making tangible recommendations</li> <li>• Follow in-store trends and track shifts in competitive landscape</li> <li>• Assist in consumer research projects, particularly as it relates to full figure market</li> <li>• Assist Business Development team on due diligence, research and presentations</li> <li>• Scour internet for latest news on intimate apparel category, including consumer-generated content</li> </ul>	<ul style="list-style-type: none"> <li>• The main goal of internship is to provide exposure to market research, consumer insights, business intelligence and strategy</li> <li>• Tangible skills that will be acquired through internship are critical analysis, careful attention to detail, marketing skills and basic survey writing skills</li> <li>• Additionally, opportunity to be involved in a growing, fast-paced team at Maidenform</li> </ul>	<ul style="list-style-type: none"> <li>• End of program presentation on key findings and recommendations in full figure market, based on consumer insights and research</li> <li>• Quality value-add to Business Development team</li> </ul>

## Core Values

Maidenform has identified six (6) Core Values that are critical to the success of our employees. They are as follows:

- Exceed customer expectations and deliver unparalleled profitable growth.
- Challenge the status quo every day.
- Never compromise our integrity.
- Hire and empower smart, passionate, innovate people.
- Promote an energizing culture that inspires teamwork, inclusion, social responsibility and a willing spirit.
- Redefine excellence.

## Relevant Experience/Requirements

- Analytical, inquisitive, and detail-oriented
- Interest in corporate strategy and/or management consulting
- Basic skills in Power Point and Excel
- Well-poised to interact with management

