



MOL Intern Job Description

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 throughout their Internship. 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"> • Manage reporting of all weekly and monthly statistics for all online tactics • Attend all conferences/conference calls with online vendors • Interact with merchants to understand merchandise and merchandise flow online • Analyze current tactics and associated vendors and research and review competitors against this vendor matrix • Research leading online prognosticators with regard to trends for 2010 and beyond and position against our online opportunities | <ul style="list-style-type: none"> • Understand all major tactics employed online • Research tactics not currently employed and assess potential value against cost • Collaborate with merchants on content management for new offerings | <ul style="list-style-type: none"> • Author a case study comparing all current major online tactical vendors against leading competitors • Prepare analysis of Maidenform online business against industry-wide projections and best practices for action in 2010 |

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

- Strong excel skills
- Substantial online personal shopping experience
- Good communication skills
- Detail oriented

