



Merchandising 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"> • Develop CAD drawings for new style and color presentations for the Lilyette Brand. • Assist in development of Lilyette merchandising presentations to accounts. • Assist in analysis of retailer landscape and consumer information to support merchandising initiatives. • Assist in the preparation of color, print and trend boards. 	<ul style="list-style-type: none"> • Ability to interpret lifestyle and design trends into merchandising initiatives. • Ability to make merchandising suggestions for each brand based on market needs. • Ability to select colors and prints for seasonal presentations to accounts. 	<ul style="list-style-type: none"> • Develop and present a Lilyette merchandising plan. • Be a part of the merchandising development process beginning from concept.

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

- Adobe Photoshop / Illustrator, PowerPoint, Excel, Outlook a must.

