



Internship - Creative communications

Take part in formulating a marketing strategy for Wilgart.

Explore your talent in production of new and immersive media formats like podcasts, videos or blog posts.

Learn how to create digital content about old and beautiful craftsmanship of capmaking.

Create content to digital media platforms.

See example of a Pitch send to magazines. This is also the kind of stuff you will be making, which can be used for personal portfolio.

Suggested work examples:

We will expect you to engage in one or more of these specific work tasks:

PR work

Strategic communication

Creative responsible for video and image production

Content writer for the website

Podcast producer

Since we are a small company, there is a great opportunity to influence the specific learning content of your internship. However, we prioritize people who can contribute to one or more of our current main projects (See below).

ABOUT THE COMPANY

Wilgart is started by me, Silas Gärtner. In 2018 Tómas joined the company after an internship period as part of studies at KEA.

The company unites the analogue old-fashioned craftsmanship of capmaking into today's modern, digital reality. I have a Bachelor in Design Technology specialized in Sustainable Purchasing, and a Masters from ITU in digital communication, with the theme Emotional design for Wilgart, see more here: <https://wilgart.dk/speciale-om-wilgart-cap-customization/>

Company address: We have a workshop and shop to Jægersborggade no. 10. If you would like to know more about your opportunities at Wilgart, feel free to make us a visit. We also have a production facility on Bornholm.



WILGART

MAIN PROJECTS

We have ambitious goals for the future, and currently engage in 3 main projects:

1. Kickstarter campaign

In 2019 we are going to launch a kickstarter campaign. Would you like to be part of that big project?

2. Podcast and Video Production

We have the ambition to make a podcast about old hatmakers and capmakers from Copenhagen. We also have a video project that will be published in a small commercial movie, for customized caps. And finally we want interviews with our main suppliers of fabric to be showcased on our website.

3. Content writer

Are you ready to a crash course in creating digital content for websites. How to write and organize online content, is what Silas' speciality. He is Cand.IT & founder of Wilgart speciality.

OUR EXPECTATIONS TO YOU

- Ambitious, entrepreneurial, empathetic, proactive and results-oriented.
- Will undergo a steep learning curve in experience-based learning.
- Professionally updated in your field of work.
- You are among the absolute best of your studies: either theoretically and / or practical.
- Comfortable with Adobe Illustrator, Photoshop, InDesign, Premiere Pro. Preferably also wordpress and 3D drawing programs like Rhino.
- Open, positive and friendly of course.

We are looking forward to hear from you!