



# 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.



## **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!