



## FLORENCE, ITALY

General Placement Opportunities

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### **Advertising & Public Relations**

#### *Tourism Marketing in Florence*

Work with a tour provider aimed at the young, study abroad demographic of Florence! This company specializes in weekend trips to most of the famous cities of Europe. They also cater to those who wish to explore within Italy, offering trips to exciting places like Cinque Terre and the Amalfi Coast. Intern tasks may include: creating and managing content for social media; creating content for brochures; researching new destinations to explore and coming up with potential tours (including pricing); helping in tour launches each week, which includes disseminating materials and proofing all aspects of the trip to ensure safe and full delivery; occasionally assisting with ticketing; contacting students to follow up on tours for marketing purposes; collecting reviews and feedback and using this as marketing material.

### **Art & Art Galleries**

#### *Immersion in the Florentine Art World*

This art gallery and cultural hub was founded in 1956. Since the beginning the gallery has been a space for modern and contemporary art, specializing in painting and graphic copyright by international and local Florentine artists. This placement is a great way to immerse oneself in the Italian art scene. Tasks during the internship placement may include assisting with the creation, promotion, and implementation of exhibitions, planning and organizing special events, utilizing public relations and computer skills, researching and writing relevant art articles, helping with inventory and cataloging works and communicating with artists and clients. Other tasks will include daily administrative and management assistance to assist staff and continuing operations of the establishment.

### **Business**

#### *Business & Marketing for digital development agency*

This company is a digital development agency, with a marked focus for mobile and web technologies and an international vocation. Born from the association of people experienced in software architecture and engineering, together with the collaboration of experts in related fields like UI/UX design, web solutions, online presence and business development, the employer stars a remarkable attention to latest technologies and trends in the digital world. They are accustomed to working with all kinds of clients, from innovative start-ups to well-established enterprises, public entities and world-class agencies. Their products are currently in use by millions of users. The company was created by 2 partners as natural result of along collaboration started during the engineering universities studies. Internship tasks may include: developing an operational marketing plan aimed at strengthening and consolidating the company brand; supporting and contribution to communication/marketing plans developed for customers; reviewing of commercial business plans/documents; expanding the sales network; managing of communications from sales channels, with a particular interest in overseas ones; developing communication plans.

### *The Marketing of Comfort*

The agency was established by three Americans living in Florence, Italy and the United States. With over fifty years of study abroad, hotel, and real estate management experience between them, they understand the challenges of living abroad. The company is Europe's leading provider of accommodations for study abroad students, interns, and young professionals and was founded to provide stylish, comfortable, clean, safe, well-renovated, and centrally located apartments to study abroad students and interns in Florence and elsewhere in Europe. As Americans they also understand the standards that U.S. students have come to expect on campus, so they seek to bridge the cultural gap, easing students' transition to living away from home in a foreign environment. Intern tasks may include: supporting the marketing team; assisting with business development per marketing strategy; preparing promotional materials; working on marketing initiative to create "city bundles" for those who utilize company services; marketing these bundles and distribute them in a way that drives business; creating similar marketing initiatives in other cities; developing in-house database; contacting and engaging new potential partners; and a variety of other operational tasks.

## **Event Planning**

### *Planning Beautiful Weddings in Tuscany*

This company will provide all the guidance necessary in order for the clients to realise their dream event or wedding in Tuscany. At this company, they create the fairy tale wedding in, what they like to call, a fairy tale setting – the beautiful land of Tuscany, Italy. Besides arranging flawless weddings, they love to organize any event a couple might have in mind. They have an inside knowledge, flexible approach and dedicated focus on people and the personalized service. Their international background ensures that the wedding respects the couple's traditions, with an Italian twist. The reason of their job is to offer to foreign wedding couple a friendly face that will be with them from the very first steps during the planning, right through to their big day, and be someone they can chat to and have a laugh with. Intern tasks may include: assisting with incoming inquiries for wedding planning; social media management on all platforms; creating web content to support online presence; managing all the social media activities related to the company; attending special marketing courses in dedicated wedding planning, organized by the company.

## **Fashion Marketing**

### *High End Couture Lingerie*

This firm manufactures lingerie with particular care to individual, luxury handcrafted products and has dressed royalty and well-heeled women worldwide for 150 years. The house's trademark is the application of delicate embroidery to their garments an ancient family passion. Elegance and comfort melt into their creations, offering beautiful feminine lingerie. Pieces are handmade and decorated using traditional techniques, creating artistic designs that are a response to market flexibility while retaining the manufacturer's lineage. Internship opportunities include but are not limited to marketing for new lines Spring 2018 and beyond in markets of Japan and US; Marketing within Italy for upcoming and current line; Social media marketing including creating pages, managing pages, creating a marketing plan for social media; researching market trends and helping develop marketing and advertising strategy; Review of current marketing goals and proposals to add new prospective and possibly work on new initiatives; Working closely with colleagues on initiatives, branding and business development.

## **Graphic Design**

### *Brand and Design Management*

As creative professionals with a passion for quality, this company provides elegant design and communication solutions for a diverse array of clients in technology, design, hospitality, and luxury. Their specialized approach is adept at building inspiring brands from the ground-up, as well as revamping established brands, allowing them to conquer new markets. Interns will participate in marketing tasks for a boutique agency specializing in digital design and branding and this could include working on special projects in the realm of digital branding/graphic design; social media and other online platform marketing as in relation to graphic design projects; working directly with founder and creative director on a variety of initiatives to grow and maintain business, graphic design for various clients, coming up with potential branding ideas, realizing said ideas in the visual format following the creative direction of the supervisor and the client needs; some independent work conceptualizing what the client has requested, and creating a digital image of the "brand" the client is seeking.

## **Hospitality**

### *Explore Europe for Tourism Company*

A travel agency that specializes in organizing day trips, weekends away, and fall & spring break trips for study abroad students in Florence. The company has offered day trips to Cinque Terre, Chianti, the Verona Opera, Venice, the Palio di Siena and other special events. After several years of successful day trips, the company made the exciting decision to register as an Italian Travel Agent and Tour Operator in March 2008, opening the door to weekend and European travel. The company believes travel is not just about the destination but the journey that we take and the experiences we share with both old and new friends. Intern tasks may include: creating content for social media and blog; assisting marketing director; assisting sales team; speaking with clients; accounting and general business/marketing; participating on trips; assisting the tour leader during these trips; creating original content on social media or blog from trips; assisting on site accountant with general business analysis.

## **Journalism**

### *English-Written Newspaper in Florence*

This newspaper is an online and paper magazine in Florence. Written in English, it is an important informational resource to assist tourists and English-speaking inhabitants of the city. Participants in their internship program will have the opportunity to write stories and take photos that will be published with by-line credit. This is a phenomenal opportunity to work professionally with Florentine press offices and develop close professional relationships with the local community. The internship is ideal for those exploring the fields of Journalism, Photojournalism, Film-Making, Art History, Theatre, and Cinema. This internship has a "flex time" component to it. A sophomore class standing, 3.1 GPA, and a background in journalism (arts, feature, news) and/or photography is required. Basic Italian language skills are also necessary.

## **Marketing**

### *Promoting Travel and Tourism in Italy*

This English-speaking tour operator has been customizing and operating personalized tours around Florence and Tuscany for over 20 years. They specialize in outdoor activities including hiking, biking, food and wine tours, and tours in vintage cars. The intern is expected to assist with social media and online marketing for the promotion of the organization and its tours. S/he will work alongside the marketing director and assist and observe various new marketing initiatives. One such previous initiative was outreach to bloggers for free tours in exchange for blog posts. Together, they will come up with a three month marketing plan to implement over

the time she is working there and evaluate numbers in the beginning and the end of the internship to see if the initiatives were successful. Other marketing activities can include creating and editing newsletters, drafting and editing blog posts, assisting with website edits, working with partners in the city, assisting with tours, and assistance in daily company operations.

## **NGO / Nonprofit**

### *Italian Committee for UNICEF*

Serving as the public face and dedicated voice of UNICEF, the National Committees work tirelessly to raise funds from the private sector, promote children's rights and secure worldwide visibility for children threatened by poverty, disasters, armed conflict, abuse and exploitation. Since 1974 the Italian Committee has operated in Florence. The intern will gain experience planning fundraising and awareness raising events, while also assisting in research, and organizing ongoing fundraising projects.

### *Non-profit associated with UNESCO*

This non-profit association established in 1971 that carries out cultural, social and sustainable development activities at local and international level by implementing the principles of the Organization for Education, Science and Culture United Nations (UNESCO). UNESCO's mission is to contribute to the building of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, communication and information. Interns will have the opportunity to be: working with the director on special projects and initiatives for UNESCO Italy; researching the current and upcoming Unesco mission and discovering new ways to improve and manage them; helping to plan events that directly benefit UNESCO; preparing dissemination materials as they relate to fundraising and mission awareness; contributing to the ideation of new initiatives and projects; general marketing/outreach initiatives.

## **Psychology**

### *Making a Difference Through Early Childcare Education*

This childcare center believes that a child learns best in a relaxed and accepting atmosphere where fun is the medium through which English skills are developed. Through music, art, language, and laughter, children are able to develop to their full potential. An intern in this placement will gain experience working with children, teaching English, and gaining an understanding of how an innovative childcare center is run. The ideal candidate will have a prior experience in child care or coursework in sociology, psychology, or child care. No Italian language skills are required.