



# THE BORDERLINE COLLECTION

## **The Borderline Collection - Revenues Donated with Every Purchase to Lone-Soldiers**

The Jewish brand and Jewish store was started in light of antisemitism and anti-zionist movements that eternally persist against the Jewish people and Israel. Making our store a place that not only boasts traditional values in our own modern brand that can adapt with the ages, but brings all the fun of Jewish clothing and accessories to one central place. At the Borderline, we are committed to growth in bringing together the best of the Modern Jewish world as time permits, and pushing ourselves to excel in providing you with the best possible experience.

### **What we're looking for:**

This intern position has been opened for an entry level student that is looking to jump onto the career train. Seeking an applicant that is practical, and wants to develop both soft and hard skills. That has a deep connection and appreciation for the Jewish world and our culture, and is well aware of current events in the Israeli world.

### **Responsibilities:**

- To design and develop sales funnels and new content
- Data analysis of social channels and site for optimization
- PR campaigns with well known media outlets
- Market research for new product development
- Partnership creation and management
- Influencer campaigns and research

### **Requirements:**

- Marketing degree or equivalent
- Strong communication skills, able to adhere to deadlines
- Knowledge in social platforms such as: Instagram, Facebook and TikTok (LinkedIn a bonus)
- Creative thinking and practical mindset
- Experience with Canva and analytical dashboards
- Native English speaker (Hebrew a bonus)

[www.TheBorderlineCollection.com](http://www.TheBorderlineCollection.com)

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