

PR & Influencer Relations Intern

On-site - Amsterdam, Netherlands - Marketing

Job description

Hi there! Are you ready to start on a journey with a purpose? At O My Bag, we're on a mission to make a positive difference in the world, one bag at a time. Our office is a hub of ambition, creativity, and fun, and we're looking for a PR & Social Media intern who shares our passion and fits right into our upbeat and friendly atmosphere.

Your main responsibilities

You are the linking pin between PR and social media at O My Bag. Therefore, your main responsibilities include:

- Brainstorming and rolling out seasonal campaigns by shipping samples, organizing promotional materials, and tracking results to evaluate performance.
- Creating strategies and managing the operational side of influencer and brand collaborations, including our affiliate program.
- Organizing influencer gatherings and PR events.
- Learning all about influencer marketing and how it integrates with social media. You will support our content creator strategy by building new relationships and managing requests across Instagram, TikTok, and YouTube.
- Assisting the social media team in the content creation process by brainstorming trending content ideas and supporting on filming days.
- Reporting monthly on influencer and PR activities and keeping influencer and Instagram performance statistics up to date.
- Managing our PR and Instagram inbox and responding to requests in the O My Bag tone of voice.
- Organizing and archiving all collaboration content to ensure it is available for use across other channels, including social media.

Job requirements


About you

You're the right fit for us if you:


- You've always dreamed of working in a fast-paced scale-up environment.
- You're following a bachelor's or master's degree in communication, Marketing, Business development, or similar.
- You know how to get things done and will make sure that it will be done in the best way.
- You are organized, neat and pay attention to the details.
- As a part of our PR team, you will be representing our company. You have a charming attitude, you enjoy meeting new people, and you know how to create a warm professional relationship.
- As a part of our bigger marketing team, you will be included in our day-to-day marketing, and we rely on you to bring fresh ideas and be creative.
- You are completely fluent in English, spoken and written. Knowledge of Dutch is a plus!
- Changing the world takes time and therefore you are available for 40 hours a week for a minimum of 5-6 months from August/September 2025.


What we offer



When you join our team, you'll experience:

 **Impactful Change:** You'll have the opportunity to change the world by supporting ethical and sustainable practices.

 A prime location in the buzzing 'The Pijp' area in the heart of Amsterdam.

 **Continuous Learning:** Expand your horizons with various opportunities for growth, including our training sessions and more.

 Team Bonding: Join in on our monthly team activities, organized by our Party Committee.

 Allowance of € 400, - monthly based on 40 hours.
 6 vacation days




Meet the team

You will be part of our marketing team, managed by our Marketing Manager Sabine and Emilie our PR & Influencer Manager will be your internship supervisor. The total marketing team consists of 9 people.

About O My Bag

We don't just make handbags; we make a statement. We are changing the leather and fashion industry by creating fair job opportunities and connecting producers in small communities to the global market. We're an ambitious and positive team and bring a 'can do' attitude on our serious mission to create a better world. We own two stores in Amsterdam, and you will find our bags all over the world.

"Hold my bag, I have to apply"

Apply now and let's create a brighter future together!   
For any questions you can contact our HR & Office Assistant Rosanne Kieskamp.