



## Internships – 3-6 Months ‘Unpaid’

### **Business Background**

Xperience Pakistan is a young start-up company, which was developed to create a platform to enable people to access Pakistan in a safe & reliable manner in order to educate people about the true side of Pakistan as a bid to change people’s perception of Pakistan. We do this through the experiences that we curate in Pakistan based on things people wouldn’t expect such as Yoga, Food Tours. It was also created as a means to give back to Pakistan by creating employment opportunities amongst the locals.

We pride ourselves on the quality of the product that we offer, opting for quality over quantity.

However, we do a lot more than just holidays we work with local schools and colleges on creative projects to use this as a means to educate them and get them to explore & learn about Pakistan as a bid to change the perceptions.

Due to Covid-19, things on the travel front have been slow, so we are now looking to diversify into lifestyle products that have either been created in Pakistan or have been inspired by Pakistan.

### **What roles are available?**

- Placement Brand / Product management
- Placement Graphic / Product Designer
- Placement Content Creator
- Placement Web Developer

### **What type of person are we looking for?**

I am looking for someone who is passionate about brands and has a can-do attitude, thinking on their feet about how to do things laterally in a boot strapped manner. Someone

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who is able to work remotely and in an unstructured manner, thinking on their feet and taking initiative. As funding is tight, lateral thinking is key.

You must have a degree in the relevant field for the role you wish to do the placement in, with a strong portfolio of work you have done. This can be on your own social media accounts or ones you have done for your friends, except for Brand / Product Management, which I accept you may not have had the experience of at a degree level.

The individual must be good at juggling and managing multiple projects at a time.

### **Brand / Product Management**

The work involved will include the following;

1. Helping create content for Social Media for the packages
2. Identify and develop relationship with the right influencers
3. Identify other SMEs to collaborate with for the Lifestyle product range
4. Helping develop Shopify Platform
5. Contribute to product development ideas for Lifestyle products
6. Creating a competitor & trend analysis report using desk research
7. Writing Blogs

### **Graphic / Product Designer**

The work involved will include the following;

1. Designing the look and feel of the lifestyle brand extension on Shopify
2. Designing in collaboration with the team, products to be developed for the lifestyle banner.
3. Designing promotional material to be used.

### **Content Creator**

The work involved will include

1. Creating videos which can be used for Social Media & TV

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2. Sourcing and developing relationships with content creators in Pakistan to enable us to access existing footage in a cost-effective manner
3. Competitor & Trend Reviews

### **Web & App Developer**

Managing the day to day management of the website, which would look at incorporating e-commerce and reviewing what could be improved.

### **What is required?**

- ✓ Proficient at all MS Applications
- ✓ Proficient at IT Skills
- ✓ Relevant degree for the role they are applying for
- ✓ Laptop / PC
- ✓ Relevant software to carry out the work
- ✓ Access to Broadband / Wifi
- ✓ Strong organisational skills
- ✓ Good Communication Skills
- ✓ Team Player

As a start up I am unfortunately unable to pay but in June once we come out of lockdown we will be having regular face to face meetings to build on team dynamics.

In the process if I am able to find an investor and gain funding and business grows, should the individual wish and should they perform there will be opportunities for a permanent role.

During the course of lockdown, regular Zoom team meets will take place and individual catch ups will also take place at a minimum of weekly or as and when it is needed either by myself or the internee.

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As it is a young company, the individual benefit from being able to have hands on experience on a number of projects and getting their teeth stuck in and playing a real role in growing the business.

In 10 years time, we hope that they will either still be with in a multimillion pound company or be proud to have worked with us and have it on their CV.

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