Fulton & Roark
Men’s Fragrance & Grooming

JOB TITLE: MARKETING INTERN

COMPANY OVERVIEW:

Fulton & Roark is a men’s grooming company headquartered in Winston-Salem, N.C. Formed by two Wake Forest MBA students in 2013, Fulton & Roark has grown from a concept to a fast-growing startup. Fulton & Roark launched with a line of solid colognes sold at men’s clothing stores but has expanded to include a full line of grooming products, such as shave cream, shampoo, conditioner and daily moisturizer with SPF.

Fulton & Roark has been featured in a variety of national publications such as GQ, Esquire, The Wall Street Journal, Fast Company, and Men’s Health. Our products are sold in many of the top men’s stores in the nation, while the majority of sales comes from their direct-to-consumer website.

Fulton & Roark is actively working toward growth through a three-pronged strategy: product expansion, aggressive growth of distribution, and an emphasis on e-commerce.

ABOUT THE POSITION: MARKETING/PUBLIC RELATIONS INTERN:

This is not a “watch and learn” internship. This is a “go and do” internship. We’ll work with you to make sure that by the end of the Summer, you have completed a project or projects that you can be proud of and leverage to find great jobs in the future. However, exactly what those projects will look like depends largely on your own ambition and the opportunities you find for yourself. The only person you will make coffee for is yourself (assuming you like coffee, of course). We take our interns seriously. We expect good work from them, and we treat them like part of our team.

Finding new potential customers is among our top priorities. We’re looking for a marketing intern who can help tell our story to consumers in a variety of ways—through direct appeals like social media advertising, through visual communications such as graphic design, or through carefully crafted press pitches which can result in future media coverage of our company.

Whether you’re a writer, a designer, a social media guru or an Excel wizard, there are myriad ways for you to make your mark at Fulton & Roark, and we’d love to talk with you about the possibilities.

DESIRED SKILL SETS:

- Strong communication and interpersonal skills
- Media writing experience is a plus, but not necessary
- Photoshop experience is a plus, but not necessary
- Photography or videography is a plus, but not necessary
- A can-do entrepreneurial mindset is a must