YMCA AT VIRGINIA TECH

Fashion Merchandising Intern

FEDERAL WORKSTUDY ELIGIBLE STUDENTS ONLY

Overview:

Title:	**Fashion Merchandising Intern**
Hours per week:	**10 hours**, on average
Rate of pay:	**$20.00 per hour**
Time period:	2025/26 academic year
Schedule	Flexible; some evenings and weekends may be required
Positions:	1 position available
Synopsis:	Leverage the national YMCA brand by designing and selling clothing, gear, and other merchandise (t-shirts, sports uniforms, tote bags, etc.)

Job Description

Summary

The Y at VT offers meaningful paid internship positions that provide students with hands-on experience, applying concepts learned through coursework to real-world situations.

Reporting jointly to the CEO and the Director of Community Engagement, the Fashion Merchandising Intern will leverage the national YMCA brand by designing and selling clothing, gear, and other merchandise (t-shirts, sports uniforms, tote bags, etc.). The intern will have creative license to work within brand standards to develop merchandise that appeals to and meets the various needs of YMCA staff, volunteers, and participants. This is an exciting opportunity to launch products within a potentially nationwide-niche market.

Responsibilities:

- Research and Design
  - Research clothing styles and trends, incorporating YMCA branding, stylizations, and logos
  - Design and prototype apparel/merchandise reflecting YMCA aesthetics
  - Explore and source materials for clothing and merchandise (with an eye toward sustainability)
- Production and Merchandising
  - Support the creation of clothing items (using eco-friendly materials to the extent possible).
  - Sourcing materials from vendors to aid in production
  - Develop systems to produce and distribute merchandise
  - Collaborate with staff and volunteers to refine product design
  - Organize inventory and prepare items for online sale
- Marketing and Sales

- Assist with advertising, generating leads, and fulfilling orders
- Develop and implement digital marketing strategies to promote apparel and merchandise
- Manage online storefronts and platforms.
- Track sales performance and customer engagement metrics.

Experience and Qualifications:

- A passion for leveraging a national brand for fashion and design
- Ability to complete assignments on time and work within tight deadlines
- Demonstrated commitment to working collaboratively with colleagues and other community organizations
- Comfort with on-line tools and resources
- Attention to detail
- Proficiency with Microsoft Office Professional Suite
- Excellent oral and written communication skills

At the YMCA at Virginia Tech, strengthening community is our cause. Since 1873 we've worked side-by-side with our neighbors, volunteers and partners to build community in the New River Valley through leadership, learning, and service; providing opportunities for individuals and families to learn, grow, and thrive. We strive to build community by:

- Nurturing the potential of children and young adults through academic enrichment, after-school, and leadership development programs
- Improving the health of well-being of individuals and families within the New River Valley through continuing education, food security, and wellness programs
- Leading by example as a socially responsible organization offering community recycling programs, promoting a sustainable food system, providing meaningful volunteer opportunities, and serving as a philanthropic partner for mission advancement.

Join us in creating lasting personal and social change throughout the New River Valley as a member of our staff team. To learn more about the YMCA at Virginia Tech, our programs and services please visit www.vtymca.org.

TO APPLY:

Review of applicants will begin immediately. Please send cover letter and resume to ryan.martin@vtymca.org; include "Fashion Merchandising Intern" in subject line. Feel free to call (540) 961-9622 with questions.