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Truworths Internships 2026/2027 For Marketing – Window Design

Description

The Marketing – Window Design Internship at Truworths is an exciting opportunity located in Cape Town, Western Cape, designed to enhance sales and brand awareness through innovative window displays. This internship provides a platform for creative individuals to engage in the conceptualization, design, and installation of visually compelling displays that highlight the latest fashion collections, enticing customers into the retail environment.

This internship is structured to provide hands-on experience in the field of visual merchandising within the marketing business area. It offers an on-site work environment, allowing interns to actively participate in the creative process and contribute to the store's aesthetic appeal. The program aims to develop skills in trend analysis, design, and strategic execution of window displays.

Responsibilities

Interns will be tasked with the following responsibilities:

- Conducting research on current fashion trends and competitor strategies, as well as best practices in visual merchandising.
- Creating detailed sketches, storyboards, and mood boards to effectively communicate design concepts.
- Sourcing materials, props, and mannequins, ensuring adherence to budget constraints.
- Collaborating with the visual merchandising team and store management to facilitate smooth installation and execution of displays.
- Maintaining a meticulous level of detail to ensure that displays are visually appealing and merchandise is showcased effectively.
- Assisting with the upkeep and maintenance of the window display studio and props.
- Keeping abreast of the latest trends in visual merchandising and window display design.

Qualifications

Eligible candidates must meet the following criteria:

- Be a South African citizen, having graduated in 2022, 2023, or 2024 with a National Diploma in Marketing.
- Possess a solid understanding of visual design principles, composition, and color theory.
- Demonstrate creativity, attention to detail, and a passion for fashion.
- Exhibit strong communication, collaboration, and problem-solving skills.
- Be capable of working independently and meeting deadlines efficiently.
- Be physically able to perform tasks such as lifting, climbing, and maneuvering props.
- Knowledge of retail trends and target audience demographics is advantageous.

Hiring organization

Truworths

Employment Type

Intern

Industry

Retail Internships

Job Location

Cape Town, Western Cape, South Africa, 6665, Cape Town, Western Cape, South Africa

Working Hours

9

Date posted

December 2, 2024

Valid through

31.12.2026

Job Benefits

Interns will gain valuable experience in visual merchandising and design, providing a foundation for a career in marketing. The internship offers a chance to work within a professional team, enhancing skills in design software and real-world application of visual merchandising principles.

Contacts

Applicants are required to submit the following documents:

An updated CV, academic transcript, proof of qualification, and a South African ID. Proficiency in design software such as Adobe Photoshop and Illustrator is advantageous. Applications should be completed before the closing date of 18 September 2026, through Truworths' official recruitment platform.