# BBW Logo

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| **POSITION:** | Intern, Brand Strategy |
| **ORGANIZATION:** | Bath & Body Works |
| **LOCATION:** | Columbus, Ohio |
| **WEB SITE:** | <http://www.lb.com> | [www.bathandbodyworks.com](http://www.bathandbodyworks.com) |
| **COMPANY**  **BACKGROUND:** | **L Brands**  L Brands, through its high-emotion brands Victoria's Secret, Bath and Body Works, Pink, La Senza and Henri Bendel, is an international specialty retailer delivering lingerie, personal care and beauty products, apparel and accessories to customers worldwide. Our brands are available in more than 3,000 company-owned specialty stores in the U.S., Canada, the U.K. and China, and are sold in approximately 700 franchised additional locations worldwide. With more than 88,000 associates, L Brands recorded sales of $12.6 billion in 2016.  **Bath & Body Works**  Personal Care. Home Fragrance. Redefined. Bath & Body Works is one of the world’s leading specialty retailers and home to America’s Favorite Fragrances®. We offer a breadth of exclusive fashion fragrances for your body and your home, and are proud to be the #1 fragrant body care brand in America; the #1 Candle retailer; and home to the the #1 selling liquid Hand Soap. Our products are available in more than 1,600 Bath & Body Works or White Barn stores across North America and online at BathandBodyWorks.com. Additionally, Bath & Body Works has 159 stores in 30 other countries operating under franchise, license and wholesale arrangements. |
| **FUNCTIONAL OVERVIEW:**  **REPORTING STRUCTURE:** | Brand Strategy, at Bath and Body Works, is responsible for providing strategic support and thought leadership to the CEO, COO, and other senior leaders of the Brand. The team’s primary focus is developing the brand’s growth strategy and driving initiatives that are a priority for the brand. Brand Strategy also takes on goal-specific projects, with executive sponsorship, and works with cross-functional leaders to drive change by aligning development plans, processes, and organization with the overall business strategy.  The Brand Strategy Intern will help drive deliverables that are a part of the strategic initiatives for the Brand Strategy team, and will report to the Director of Brand Strategy. Specific responsibilities are below: |
| **RESPONSIBILITIES:** | * Contribute to the development and coordination of long-term growth strategies for BBW * Provide analytical support to build financial and operating models, understand risk/reward trade-offs, and define requirements for execution * Support COO and CEO special projects, particularly those that require cross-functional or cross-brand coordination and leadership. * Contribute to the development of Board of Directors presentation |
| **EXPERIENCE:** | * 2 – 4 years of experience in strategy consulting, retail and/or consumer package goods * Strong strategic mindset and ability to recognize opportunities & implications and translate that into actionable insights / recommendations * Strong analytical skills, prioritization across multiple tasks, project management and problem-solving capabilities * Ability to partner effectively across organizational boundaries; highly collaborative * Strong communication and presentation skills with a demonstrated ability to provide, explain and discuss information at the right level of detail and complexity for the audience at hand * Strong attention to detail and ability to work independently * Proficiency in Microsoft PowerPoint and Excel |
| **EDUCATION:** | * Completion of First Year MBA required |