



## Placement Opportunity

Undergraduate (BA) student:   
Graduate (MA) student:

Reference:	Kite.pride - 01
Company Name:	A.I.R. Ltd (Act Inspire Restore) - <a href="http://www.kitepride.com">www.kitepride.com</a>
Company Type: (Startup/Mature/...)	Startup
Location: (full address)	Shoken 11, Tell Aviv
Stay Duration: (min 2, max 6 months)	3-6month

### Company Description:

We are a two year old social impact business that offers safe employment for ex-victims of the sex industry. With our brand kite.pride we upcycle used kites by turning them into stunning unique fashion products.

*“Designed to make a social impact: environmentally, ethically, and sustainably.”*

PRODUCTION - kite.pride adds value to high performance materials that were heading for the trash and turn them into trendy, lightweight, durable and beautiful products. We support men and women exiting the sex industry as they learn to live a new life, by teaching teamwork, reliability, manufacturing, designing, and marketing while at the same time allowing them to work through past trauma.

ADMINISTRATION - We are an Israeli LTD and our business is managed from downtown Tel Aviv. This includes Warehouse Management, Online Shop Development & Maintenance and our Marketing & Sales activities.

### Job Description and Tasks:

#### Marketing / Graphic Design

We are looking for a bright and creative team player who will support our Marketing & Sales team. Someone who is passionate about being part of the solution to fight human trafficking and empower those who were imprisoned by it.

What you get to do:

- help with innovative graphic designing for our social impact brand
- support our Marketing Team in daily activities (eg. creating/maintaining campaigns, creating artwork for Sales and Operations)
- create marketing material (eg. brochures) telling the story of kite.pride for different audiences

Hours of work will be from Sunday to Thursday from 8:30 to 17:30

B E T A T E C



Berlin Tel Aviv  
Technology & Entrepreneurship Committee

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### Essential Requirements:

- Fluent level of written and spoken English.
- Highly collaborative & self-initiative
- Attention to details, while being able to see the big picture.
- Team player.
- Great communication skills.
- Creative

### Remuneration Details:

- Lunch is provided