

About the job

Anuschka (The Brand by Societe Maison De Cuir Pvt Ltd) is a premium fashion brand and have the largest collection of hand-painted bags in the world. It is headquartered out of USA and selling across North America and Europe among other regions, now with its Sales and Marketing unit in India.

Anuschka means 'like no other'. For 37+ years, Anuschka, a family-owned brand has focused on creating a Circle of Empowerment across UK, US, Australia, Canada & European Union. Through wearable art, artisans harness their passion and tell stories through brush strokes while affording to support their entire family and educate their children. Anuschka's family of collectors find confidence and joy in how Anuschka makes them feel while giving back to a community of artisans. When you join the Anuschka family, you will be an integral part of this circle as you help nurture and build our family of art enthusiasts and artisans and help them become one family through their love for storytelling and wearable art. Find out more at www.anuschkaleather.com

Digital Marketing Internship (Paid) – Kolkata

We are inviting applications for a Paid Digital Marketing Internship at our Kolkata office (Tapsia, near Science City). This opportunity is ideal for final-year students and recent graduates who are eager to build a career in digital marketing and brand management.

Key Responsibilities:

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- **Content & Campaign Management:** Plan and manage strategic content calendars and coordinate campaign assets for digital platforms. Manage front-desk communications, supplies, and meeting coordination.
- **Social Media Engagement:** Monitor trends, engage with the community, manage stories, reels, and ensure brand-aligned interactions. Create celebration templates and send greetings to employees and families.
- **Collaboration & Coordination:** Work with designers, agencies, and internal teams to execute cohesive marketing initiatives.
- **Analytics & Reporting:** Track performance metrics across social, email, and digital channels; provide actionable insights.
- **Email & Direct Marketing:** Coordinate content for email, WhatsApp, and SMS campaigns across B2B and B2C segments.
- **Influencer Campaigns:** Identify, onboard, and manage relationships with influencers and content creators.
- **Marketplace & Media Management:** Maintain consistent brand representation on third-party platforms and partner channels.
- **Photoshoot & Visual Oversight:** Assist in campaign planning, creative reviews, and ensuring high visual standards

What We're Looking For:

- Final-year students or graduates with a bachelor's degree in Marketing, Communications, or a related field
- Pr asic knowledge of tools such as Google Analytics, Meta Business Suite, Asana, and email marketing platforms
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- Good communication skills and a sharp aesthetic sense.
- Proactive, organized, and eager to grow into a Marketing and Brand role.

Why Join Us?

- Paid internship with hands-on industry exposure.
- Opportunity to work with a global premium fashion brand.
- Learning-focused environment with mentorship from experienced professionals.

- Potential for long-term career growth based on performance
Career Growth Opportunity
- Upon successful completion of the internship, candidates may be absorbed, subject to performance evaluation and business requirements.

Apply here:

Check out this job at Anuschka Leather: Internship Opportunity in Digital Marketing – Kolkata - Work From Office

<https://www.linkedin.com/jobs/view/4393457597>