



Fashion

## **Internship Field: Fashion Marketing**

**Job ID: AU005**

### **Internship Dynamics**

Location: Melbourne, Australia

Length: 1 position between June to August for 6 weeks

### **Overview on the Organisation**

We first opened in 1999 with the mission of bringing finest Italian made shoes and accessories to Australia for man and woman market. Throughout the design process, we emphasis on the finest materials including Italian leather and excellent craftsmanship through working with some expert Italian tanneries, which have been used for decades by dozens of luxury brands around the world.

We operate both online and offline. For offline, we have boutiques in Melbourne and Sydney. We set up an imagine of representing some exclusive Italian high fashion brands.

### **Duties**

Digital Marketing Media Assistant

Works closely and collaboratively with the Directors across key projects directed at maximising the attention of customers across all forms of marketing campaigns, events and communications. The aim is to build customer awareness to our brand converting to sales and profit.

The role will be focused on Digital Marketing and would work closely with the Director and E-Commerce Consultant. More specifically, Facebook advertising, strategies to increase social media audience, preparing the photos for social media, preparing ideas and executing weekly EDMs, campaign ideas, blog stories.

### **Application Deadline**

24<sup>th</sup> January 2025 (Friday)