

## INTERNSHIP APPLICATION



### Digital Marketing & Community Specialist Intern Luxury sector – Remote

Opening Date: September 2024

Daema: elevating sportswear to private luxury

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We are looking for a talented and motivated intern for the role of Digital Marketing & Community Specialist to join our team remotely. This opportunity is aimed at students passionate about digital marketing and community management in the luxury fashion sector. The selected candidate will support the company's marketing efforts in developing, implementing, monitoring, and optimizing digital marketing campaigns across all digital channels and managing the community. The main objectives are to ensure search optimization, increase the quality of traffic to Daema website [daema.it](https://daema.it), and generate new leads.

#### Tasks:

- Digital marketing efforts. Plan and execute web campaigns, SEO/SEM, database building, and email campaigns.
- Social media and website. Support in defining communication strategies for Instagram, Facebook, LinkedIn, and [daema.it](https://daema.it). Plan, create, and implement editorial content to enhance online presence and drive traffic to [daema.it](https://daema.it).
- Google Analytics. Monitor and analyze data from [daema.it](https://daema.it). Identify trends and issues, and recommend optimizations for digital strategies.
- Newsletter. Plan and implement newsletters using Mailchimp or similar tools, optimizing open and click-through rates.
- Community Management. Interact with users on social media, forums, blogs, and other platforms. Monitor conversations, understand brand sentiment, and respond to comments and feedback.

## REQUIREMENTS

- **Education.** Degree (or ongoing studies) in marketing, communication, digital marketing, economics, or related fields for the **luxury sector**.
- **Technical skills.** Advanced knowledge of Google Analytics, Mailchimp, and major social media platforms (Instagram, Facebook, LinkedIn, Twitter).
- **Analytical skills.** Strong aptitude for data analysis and producing detailed reports.
- **Luxury sector knowledge.** Passion for the luxury world and understanding of high-end brand dynamics.
- **Communication skills.** Excellent written and oral communication abilities.
- **Aesthetic Sense:** Strong aesthetic sense and meticulous attention to detail
- **Proactivity and organization.** Ability to work independently and in a team, effectively managing time and priorities.
- **Languages.** Excellent knowledge of Italian and English; knowledge of other languages is a plus.

## What we offer

- **Practical experience.** Opportunity to gain professional experience in line with your studies, enhance your CV, and grow in the fashion and luxury sector. Direct collaboration with the company CEO.
- **Networking.** Opportunity to build a network of contacts within the dynamic and international environment of Milan, the fashion and luxury capital.
- **Stimulating environment.** Work with a young but dynamic Italian start-up, already active internationally in the fashion (sportswear) sector, that values artisanal savoir-faire, Made in Italy, beauty, innovation, and creativity.

## Duration and commitment

**Initial duration.** 3 months, with the possibility of extension for another 4 months.

**Flexible working hours.** Flexible commitment to post content (posts, stories, reels) daily and keep the website updated, in line with social media activities, events, and Daema content.

**Recap meetings.** Weekly recap meetings for the first two months, then every two weeks.

## Compensation

A compensation (expense reimbursement) is provided if the internship is extended by mutual agreement after the first three months.

## About us

Daema is an Italian brand of high-end sportswear designed for tennis, golf, and padel. Our garments are made in Italy from premium TechForming™ Merino wool, known for its exceptional qualities such as thermoregulation, breathability, anti-odor, and antibacterial properties. Created with eco-design principles, Daema ensures reuse and circularity, focusing on upcycling and sustainability. Our pieces cater to a dynamic, conscious, and refined woman who embraces a sporty-chic look without compromising sustainability. With a sophisticated and timeless style, our garments elegantly combine functionality and refinement, staying relevant season after season.

## How to Apply

If you believe in responsible consumption, are passionate about fashion and sports, and interested in digital marketing in the luxury sector, we encourage you to apply.

Send your CV and a cover letter to [info@daema.it](mailto:info@daema.it) with the subject “DM&CM Internship – Remote.”

For any questions or more information, please contact us at [info@daema.it](mailto:info@daema.it).



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[www.daema.it](http://www.daema.it)



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