

Content Marketing Intern (Social Media)

Location: Kolkata (On-site)

Type: Internship

We are looking for a Content Marketing Intern for our platform [AL Circle](#) and its B2B marketplace, AL Biz, to help us redefine how aluminium manufacturers, traders, procurement managers and teams communicate online.

If you're someone who treats a product description like a sales pitch and a social media post like a conversation starter for a business deal, you're who we're looking for.

What You'll Do

- Social media
 - Draft captions, educational and promotional posts (carousels and short video scripts) for our social media platforms.
 - Collaborate with our graphic designers to make sure the visuals match your message perfectly.
 - Handle daily posting across all social media platforms and relevant industry groups.
 - Actively look for people (read: leads) asking to buy or sell aluminium products and engage with them to bring them into our marketplace.
- Products and lead description on the website
 - Write compelling, SEO-friendly descriptions for new product listings. You'll turn technical specifications into "rich content" that helps buyers make informed decisions.
 - Craft clear, high-impact descriptions for business leads, ensuring they are professional, urgent and credible to attract the right partners.

Skills We're Looking For

- You have a strong command of English grammar, syntax and writing fundamentals. Proficiency in other international languages is a big plus.
- You have a clear grasp of tone, voice and B2B marketing
- You understand B2B marketing and what's trending on social platforms
- You can write clearly and engagingly across different lengths and formats
- You can research topics and information into structured content
- You use AI to brainstorm and outline, not to write social media as well as website content
- You edit your own work first drafts are clean, not messy

What You'll Learn

- How to write across formats, adhering to brand tone and guidelines
- Research-to-content workflow
- Planning, hygiene checks and tracking performance
- Presentation-building, reporting and documentation

Visit our website, AL Circle: <https://www.alcircle.com/>