

Job Description

POSITION: SOCIAL MEDIA INTERN

Responsible to: Project Head

Location: National Headquarter, New Delhi

Job Summary: Our digital marketing team is looking for a Social Media Intern to join our growing organisation. The ideal applicant will possess a fair knowledge of the digital media landscape, including various social media sites. The successful candidate will be responsible for contributing to website redesign projects, monitoring and posting on blogs and social networks, engaging in online forums, participating in online outreach and promotion, optimizing our website and conducting keyword analysis. Those looking to gain valuable online media experience with an established organization are encouraged to apply.

KEY RESPONSIBILITIES:

- Maintaining and monitoring Social Media Accounts.
- Organizing, attending and participating in meetings of the events as per requirements.
- Documenting and following up on important actions and decisions from meetings.
- Keeping the data sorted as and when required.
- Assisting the IT team in conducting the events.
- Work with the on-site Social Media Manager to create and implement campaigns
- Develop content calendars on a weekly and monthly basis for company brands
- Monitor analytics with social media team to identify viable ideas
- Create engaging blog and social media content
- Assist in the general distribution of press releases and media alerts
- Provide support to our marketing team at live and online events



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Area:	Essential:	Desirable:
Qualifications:	<ul style="list-style-type: none"> • Graduate in any field • Age 18 -29 years 	<ul style="list-style-type: none"> • Bachelor's degree in communications or related field is preferred •
Salary:	10,000-15,000 a month (negotiable)	
Experience:	<ul style="list-style-type: none"> • 6 months experience in social media/marketing • Good knowledge of Facebook, Twitter, linked-in, Instagram, YouTube and Google+ 	<ul style="list-style-type: none"> • Experience with Social Media Analytics and Facebook insights • Basic knowledge of Photoshop
Skills and Knowledge:	<ul style="list-style-type: none"> • Excellent verbal communication skills including presentation skills. • Excellent MS Office skills 	<ul style="list-style-type: none"> • Able to manage varied and complex online event promotions, resolving conflicting priorities. • Knowledge of effective youth participation approaches
Personal Qualities:	<ul style="list-style-type: none"> • Excellent attention to detail • Able to work on own initiative • Able to deliver against tight deadlines. 	<ul style="list-style-type: none"> • Creative approach to work • Able to multitask with the ability to focus on details • Able to work in a fast changing environment