

**About us:**

NABFOUNDATION is a Section 8 not-for-profit company floated by the National Bank for Agriculture and Rural Development (NABARD). For more information about us, please visit: [www.nabfoundation.in](http://www.nabfoundation.in)

**About the internship:**

We are looking for a social media intern to join our growing team. The responsibilities would include:

- Understanding the Foundation's profile and projects and work with the team to create project specific campaigns/ social media pages
- Raise awareness related to projects by creating engaging digital content onto various platforms
- Design, build and maintain company's social media presence
- Post and regularly update these pages; this will form a key part of the profile
- Develop content calendars for projects and update on a weekly/fortnightly and monthly basis
- Create engaging blogs, in-house posts and innovative social media content such as reels, short videos for the project etc.
- Assist in the general distribution of press releases and media alerts, whenever the need arises

**Work conditions:** This will be a **part time arrangement requiring around 15 hours per week**. The intern, after getting an understanding about the work will have the freedom to work from home in addition to coming to the office atleast once in a week to be in touch with the projects and job expectations. The internship would initially be for a period of 6 months, extendable on the basis of performance. Experience certificate will be provided at the end of the internship.

**Requirements:**

- Excellent understanding of social media marketing and knowledge of social media platforms; in-depth working knowledge of LinkedIn, Instagram, YouTube and Facebook
- Prior industry experience is preferred
- Excellent oral and written communication skills
- Experience with social media analytics, including Google Analytics and Facebook Insights is preferred
- Basic knowledge of Photoshop/Canva, any other editing app
- Jazz up pitches/deck
- Freshers/final year graduate/post graduate students can also apply for this position.

**How this will benefit you?**

- Interning with NABFOUNDATION will help you in get a glimpse of the development sector as you will be working with the subsidiary of India's apex bank for agriculture and rural development.
- Managing the social media and communications of the entire company will help you learn about valuable collaboration and cooperation skills.
- It will provide you a brilliant platform to understand the dynamics of talking about both rural India and development projects in rural India.
- You will also have opportunities to travel to remote locations if the same is felt necessary.

**Stipend:**

INR 15,000 – 20,000 per month depending upon capability and experience. Final decision in this regard will be with NABFOUNDATION.

**Deadline:**

10<sup>th</sup> July 2022

Please share links of previous work for reference and your CV on [careers@nabfoundation.in](mailto:careers@nabfoundation.in) before 10<sup>th</sup> July 2022.