

Social Media Intern

Location: Remote

Job type: Part-time internship

Company: National Co-operative Exports Limited

Company Description: National Co-operative Exports Limited (NCEL) is a distinguished national-level co-operative created with the approval of the Union Government and the Ministry of Cooperation in 2023 and registered under the Multi-State Co-operative Societies Act, 2002. It is promoted by five prominent co-operative institutions – The Gujarat Co-operative Milk Marketing Federation (GCMMF, popularly known as the AMUL), Indian Farmers Fertiliser Cooperative Limited (IFFCO), Krishak Bharati Co-operative Limited (KRIBHCO), National Agricultural Co-operative Marketing Federation of India Limited (NAFED), and National Co-operative Development Corporation (NCDC).

Role summary: We are seeking an enthusiastic Social Media Intern who is passionate about digital content creation and eager to learn the ins and outs of social media marketing. This role is designed for someone who is creative, proactive, and ready to play an integral part in our efforts to engage our audience. You will be responsible for generating visual creatives and videos, collaborating closely with the Reporting Manager, supporting various marketing initiatives, and compiling analytics to gauge performance across multiple platforms.

Key Responsibilities

1. Content creation:
 - a. Develop 12 unique creatives per month that align with our brand and marketing strategy.
 - b. Produce 1 engaging video or reel per month tailored to current trends and audience interests.
2. Collaboration:
 - a. Serve as a bridge between the creative team and the Reporting Manager by communicating current trends, insights, and feedback.
 - b. Liaise with other team members to ensure that content creation is aligned with broader marketing campaigns and initiatives.
3. Marketing support:
 - a. Assist in various marketing-related tasks, from brainstorming campaign ideas to helping with basic execution tasks.
 - b. Collaborate on cross-channel initiatives that widen our digital footprint and drive audience engagement.
4. Analytics and reporting:
 - a. Compile and analyse performance data from different social media platforms.
 - b. Produce periodic analytics and performance reports to help evaluate the effectiveness of strategies and identify opportunities for improvement.
5. Continuous learning:

- a. Stay updated with the latest social media trends and best practices.
- b. Apply insights from analytics reports to propose creative optimizations for future content and campaigns.

Qualifications:

1. Education: Currently pursuing or recently completed a degree in Marketing, Communications, Digital Media, or a related field.
2. Experience:
 - a. Any prior experience with content creation, digital marketing tools, or social media management is an asset.
 - b. Familiarity with designing graphics using tools such as Canva, Adobe Creative Suite, or similar software is preferred.
3. Technical Skills:
 - a. Basic video editing skills and a creative eye for compelling visuals.
 - b. Proficiency in social media platforms including Instagram, Facebook, X/Twitter, LinkedIn and Youtube.
 - c. Competency in using analytics tools and generating performance reports.
4. Soft Skills:
 - a. Strong communication and teamwork skills.
 - b. High level of creativity combined with strong attention to detail.
 - c. Ability to balance multiple tasks and meet deadlines in a fast-paced environment.

What We Offer

- A hands-on learning experience in the fast-evolving world of social media and digital marketing.
- Mentorship from experienced professionals and exposure to a variety of marketing and creative projects in the cooperative and export sector.
- Opportunity to develop your skills and build a robust portfolio in a supportive and dynamic team environment.
- Potential for growth and future employment opportunities based on performance.

How to Apply

Interested candidates should fill out this application form:

<https://forms.gle/nveTQmCkCqeU6EndA>