

Paid Internship Opportunity- Social Media Intern

About Mumbai First

Mumbai First is a not-for-profit think tank that aims to make the Mumbai Metropolitan Region a better place to live, work and invest in. With its unique model of public-private participation, it was set up by India's industry leaders 25 years ago. The Tatas, Mahindras, Reliance, Godrej, ICICI, Asian Paints, and HDFC are a few of the patrons of this organization which has worked with the Union and State Governments, MCGM, MMRDA, etc. as a nonpartisan body able to engage civil society, professionals, and captains of industry. As a think tank and catalyst between industry and government, Mumbai First has been working relentlessly towards its vision of transforming the Mumbai Metropolitan Region (MMR) into a world-class city for citizens, and a most preferred destination for business.

Mumbai First has been constantly evolving and organizes international conferences, awareness programs, training workshops and roundtable discussions on the most relevant issues in the city (across nine verticals known as missions- Environment, Governance, Health, Education, Financial & Economic Growth, Art, Heritage & Culture, Transport & Mobility, Security & Resilience, and Housing).

Job Overview:

The Social Media Intern will work closely with the team to create the organization's digital presence across social media platforms.

Responsibilities:

- Work closely with the team to design creatives - text, visual and images for MF Social Media platforms
- Create posts, stories, viewer polls, etc for Mumbai First Social Media Initiatives
- Researching audience preferences and discover current trends across all Social Media Platforms
- Design posts to sustain reader curiosity and increase Mumbai First's online presence
- Facilitate online engagement with stakeholders and respond to queries after consulting with the Project Manager.
- Report on online reviews and feedback from followers and stakeholders
- Work with the team to create informative and appealing content
- Commitment to working hours and timely delivery of work

Specific skills:

- Knowledge of Facebook, Twitter, LinkedIn, Instagram, Pinterest, Youtube social media best practices
- Spoken and Written English (Advanced)
- Spoken Hindi (Basic-Intermediate), Spoken Marathi (added advantage)
- Photoshop/Canva/Indesign/ Premiere Pro

Interested candidates can email their CV and cover letter to info@mumbaifirst.org