



Business Development & Marketing Intern

Smart Air India is looking for a marketing and business enthusiast, committed to our mission to educate the public about air pollution, social entrepreneurship, and creating positive social change. Got marketing knowledge or experience growing meaning social projects? Come to join a fast-growing social enterprise of people spreading the knowledge that simple, no-nonsense air purifiers help people breathe clean air.

About Smart Air

Smart Air Filters is a social enterprise that ships low-cost, empirically tested air purifiers to help people all over India afford to breathe clean.

Our goal is simple: we want everyone coping with air pollution to know that there's no need to spend tens of thousands of rupees to protect their health. We do that by providing low-cost purifiers backed by open data and by holding workshops where we teach people about air pollution and how to make their own air purifiers.

PhD student Thomas Talhelm founded Smart Air in 2013 while living in through an "airpocalypse" in Beijing. Since then, Smart Air has shipped over 50,000 purifiers and have held more than 200 workshops across India, China, Mongolia, and beyond. Smart Air India launched in 2015 and is hiring positions in operations and strategy. Learn more about our work and values at smartair.in and or in [this article in Forbes](#) or [this video on the BBC](#).

Job Description & Tasks

- Assist in seeking out and developing leads for our B2B air purification projects
- Work with company leaders to come up with marketing and sales strategies for Smart Air's growth
- Develop strategies for more effective sales, both individually and as part of a team
- Provide aid and research to identify other business opportunities within the prospective client organization, develop them into leads, and close them successfully
- Develop quotes and proposals
- Support and assist in the logistics and sourcing of Smart Air's simple yet effective pollution-fighting devices
- Contact potential clients via email, phone or Social Media to establish rapport and set up meetings

Requirements

- Exceptional people skills with the ability to build and grow relationships
- Knowledge of market analysis and lead-finding are highly desirable
- Familiarity or previous experience working in a start-up, social enterprise
- Outstanding speaking, writing, interpersonal, and presentation skills



- Highly self-motivated and capable of working with great independence
- Ability to meet deadlines, prioritize assignments, juggle multiple tasks simultaneously, and flexible to meet team needs
- Bachelor's degree required. Ideal candidate must show a strong background in business development and marketing

Perks & Working Expectations

- **Working Hours:** Flexible! (standard working day is 8 hours).
- **Internship Period:** Minimum six months
- **Monthly Stipend:** 5,000-10,000 INR
- **Working Environment:** Fast growing international start-up, working in an international team.
- **Location:** New Delhi/Remotely due to COVID-19

How to Apply

Send an email with your CV and a cover letter explaining why you want to work with us to careers.india@smartairfilters.com by **July 15, 2020**. If you are passionate about Smart Air's mission of offering affordable clean air to help lead the way. Come join us!