



Clean Air Advocate (Intern)

ABOUT US

Smart Air is a social enterprise and certified B-Corp that combats the dangers of air pollution with free education and cost-effective air purifiers. We have offices in 6 countries across Asia, shipped more than 100,000 air purifiers to more than 30 countries, and hosted more than 1,000 free education workshops about air pollution.

What is a B-Corp

Certified B Corporations do business in a particular way. Rather than operating purely to generate profit, they prioritise working for social and environmental good.

Together, as a community of like-minded businesses, B Corps are driving the shift to a new kind of economy, that is better for workers, better for communities and better for the environment.

In order to become a B Corp, businesses are certified by the non-profit B Lab to voluntarily meet rigorous standards of social and environmental performance, accountability and transparency. Each company's B Impact Report can be viewed online, so that consumers can see where the companies they buy from sit on the scale.

It's a rapidly growing movement: the first 19 B Corps were certified in 2007 and there are now 2,655 Certified B Corporations across 60 countries.

Why is Smart Air a B-Corp?

The air purifier industry is incredibly opaque yet critical for people's health. Companies charge obscene amounts for technology that was invented over 80 years ago. We created Smart Air to bring transparency and open data into an opaque industry. Smart Air provides open-source data and hosts educational workshops across Asia to teach people how to protect themselves from the harms of poor air quality. We provide simple, honest purifiers to people who just want to breathe safe air. Being a B Corp is just one way of showing how we're different.

THE JOB

Smart Air India is an ambitious, dynamic and fun organization that has big plans. Due to the continuing success and expanding business we are seeking a Clean Air Advocate. **This is an intern position** (minimum duration 3 months) with an **option of remote work**.

This is a fantastic opportunity to launch your career in communication, marketing or sales by joining Smart Air India; a young, ambitious and fast moving social enterprise that is making a big impact in the environment and social betterment of India.

KEY RESPONSIBILITIES

To raise awareness and protect people from the harms of air pollution, Smart Air runs free [Clean Air workshops](#) across Delhi and India. We are looking for passionate individuals who care about the



environment and want to make a difference in fighting air pollution. As a Clean Air Advocate, your responsibilities include:

- Plan and organizing the Smart Air clean air workshops, informing participants on the dangers of air pollution and how they can protect themselves;
- Plan and organize product showcases to present the benefits of Smart Air purifiers to the public;
- Develop pitch decks for drawing in new customers;
- Build partnerships existing and new customers, such as hospitals, government institutions, embassies and international companies;
- Research, write, prepare a schedule content for social media and newsletter in English and Hindi language;
- Developing campaign ideas for the implementation across multiple (online & offline) marketing channels;
- Developing concepts for social media content and assisting in the management of social media pages;
- Customer and community care on various social media channels.

YOUR PROFILE

We are looking for marketing and sales enthusiast, committed to our mission to educate the public about air pollution, social entrepreneurship, and creating positive social change

- You have a bachelor degree in Finance, Humanities, Marketing, Science or any other relevant field;
- You are organized and you have good administration skills;
- You possess environmental awareness and aim to be sustainable in your behaviour
- You should be computer literate: proficient in MS Office (especially for the development of presentations and pitch decks) and have experience working with software such as Mailchimp and Canva or Adobe Illustrator;
- As this is a position where communication with customers is key, you will need to have solid communications skills in English and Hindi (both spoken and written);
- Presentation skills! You will be presenting in front of large groups, so you should be comfortable with public speaking or have a willingness to learn (introverts are also encouraged to apply);
- You should not be shy to talk to new (unknown) people. An outgoing attitude to approach corporates and organizations is important for this position;
- We will not hold your hand at work, so you need to be able to work independently. You are pro-active: you do not wait for instructions but you take initiative;
- Work can be busy at times, so it's valuable if you can work effectively under pressure;
- Don't be afraid to make mistakes (just don't make huge mistakes too often!). Show curiosity and an eagerness to learn. Think freely, fail early and learn quickly.
- We're a social business, so if you have a heart for social betterment you'll fit right in.

WHAT IS WORKING AT SMART AIR INDIA LIKE:

- We have a young and dedicated team. Currently it's a small team, but we expect to grow rapidly in the coming years;



- We have a diverse, friendly, inclusive and dynamic work culture. We're hard working, motivated and ambitious. We appreciate team work and we celebrate our successes;
- We have a no nonsense work environment; no internal politics, we support each other. We're focused on delivering results, not excuses;
- We feel pride in what we do! We get up in the morning knowing what we do is helping real people lead better lives.

WHAT CAN SMART AIR INDIA CAN OFFER YOU

We pride ourselves on taking care of our staff and offer an incredible working environment with a big scope for career progression.

- You get the opportunity to develop a career in an organization with a social cause in a young dynamic team. You will grow with us as the company grows;
- A supportive and nurturing work environment with an international team. You will work closely with both founders and receive proper guidance;
- The encouragement and freedom to develop and execute your own ideas and initiatives;
- The opportunity to develop new skills and follow trainings during working hours;
- Flexible Working Hours (standard working day is 8 hours).
- Benefits: Monthly Stipend between 5,000-8,000 INR and experience letter

If this sounds like the type of organization that you would like to be a part of, then we'd be very keen to speak with you. Women in particular are encouraged 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 **February 21, 2022**. If you are passionate about Smart Air's mission of offering affordable clean air to help lead the way. Come join us!