



Social Media Marketing 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 India, China, Bangladesh, Indonesia, the Philippines, and Thailand. We shipped more than 100,000 air purifiers to more than 30 countries and hosted more than 1,000 free education workshops about air pollution.

THE JOB

We are an ambitious, dynamic, and fun organization that has big plans. For our expanding mission, we are looking for a social media marketing intern who has a great passion for Facebook, Instagram, and YouTube. If you want to work in a flexible as well as an eventful young business environment, and if you're passionate about social media and have organizational skills, then we are looking for you!

This is a fantastic opportunity to launch your career 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

- Developing and managing overall social media plan. Manage accounts on our core social media platforms (Facebook, Instagram, YouTube)
- Research, writing, preparing scheduling content for social media in English and Hindi language
- Developing campaign ideas for the implementation across (online & offline) marketing channels
- Preparing artworks with software such as Canva or Adobe Illustrator
- Preparing social media videos, presenting exciting topics in front of a camera
- Contribute to our clean air movement by researching and composing air pollution and air purifiers related blog posts (2-3 blogs per week)
- Plan and organize product showcase to present the benefits of Smart Air purifiers to the public

YOUR PROFILE

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

- Experience in developing social media strategies with excellent knowledge of Facebook, Instagram, YouTube
- Excellent communication skills with proven ability to build social media communities
- Creativity and curiosity
- Computer literacy and proficiency in MS Office, WordPress, Mailchimp, Hootsuite, and Canva or Adobe Illustrator
- Self-motivated, initiative, proactive, open-minded, and result-oriented
- Able to work independently



WHAT IS WORKING AT SMART AIR INDIA LIKE

- We have a young and dedicated team
- We have a diverse, friendly, inclusive, and dynamic work culture. We're hard-working, motivated, and ambitious. We appreciate teamwork 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 country head 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 training during office hours
- A healthy work-life balance
- Work Location: Delhi (remote work possible)
- Flexible working hours
- Monthly Stipend between 6000-10,000 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, portfolio (if any) and a cover letter explaining why you want to work with us at careers.india@smartairfilters.com by **February 18, 2022**.

If you are passionate about Smart Air's mission of offering affordable clean air to help lead the way. Come join us!