

JOB DESCRIPTION

Marketing & Communications Intern

Location	Type	Stipend	Duration
Wave One, Noida Sector 18	On-Site Internship	₹15,000 / month	3 Months (with PPO)

About DIYguru Mobility Pvt. Ltd.

DIYguru is **India's leading upskilling platform** in Electric Vehicles (EV) and future-mobility technologies. Empanelled with **NEAT (AICTE), Ministry of Education** and certified by **ASDC (Automotive Skills Development Council)**, we work closely with industry leaders including IIT Jammu, Bosch, Hyundai, Maruti Suzuki, and Tata Motors to create practical, job-ready learning experiences for students and professionals across EV, battery technology, and sustainable mobility. Having trained over 50,000+ professionals, DIYguru is at the forefront of India's EV skills revolution.

Role Overview

We are looking for a sharp, self-driven Marketing & Communications Intern who can take full ownership of our brand presence across digital platforms. This is not a design-only role. The focus is on marketing execution: growing our social media, building community engagement, planning and moderating webinars and expert sessions, creating content that drives reach and conversions, and coordinating campaigns end to end. If you can think beyond just creatives and take charge of how a brand shows up online, this role is for you.

Key Responsibilities

Social Media Management & Growth

- Plan, schedule, and publish content consistently across all platforms using scheduling tools
- Track engagement metrics, identify what works, and optimise content strategy for follower growth

Community Building & Brand Presence

- Engage actively with followers, respond to comments and DMs, and build a loyal online community
- Identify and participate in relevant groups, forums, and conversations to increase brand visibility

Webinar, Session & Event Coordination

- Take full responsibility for scheduling, promoting, and executing webinars and expert sessions
- Repurpose session recordings into short clips, highlights, and social content

Content Creation & Campaign Execution

- Create content for social media posts, carousels, motion graphics, reels, stories, and campaign assets
- Coordinate with internal team when specialised support and end-to-end event execution are needed

Who Can Apply

- Candidates with relevant internship or freelance experience in social media, marketing, or content
- Students or graduates from Marketing, Media, Mass Communication, Business, or related fields
- Anyone with a demonstrated track record of managing social media accounts will be prioritised
- Candidates from Delhi NCR region are encouraged to apply

Required Skills & Tools

- Strong design skills using Canva, Photoshop, or similar tools for quick content creation
- Decent understanding of social media platforms, algorithms, trends, and content formats
- Ability to write clear, engaging content: captions, scripts, copy, and communication material
- Familiarity with motion graphics or short video editing (CapCut, Veed, or similar) is a plus
- WordPress knowledge is a plus but not required

Compensation & Growth Path

Phase 1: Internship First 3 Months ₹15,000/month <i>Hands-on training & skill building</i>	Phase 2: PPO Month 4 to 6 3 LPA (CTC) <i>Full-time executive role based on performance</i>	Phase 3: Growth Post 6 Months 4 LPA (CTC) <i>Revised package based on contribution</i>
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What We Offer

- Hands-on exposure to real marketing campaigns in India's fastest-growing EV edtech company
- Opportunity to own and grow social media channels from the ground up
- Direct involvement in webinars, industry events, and partner collaborations
- Learning-driven environment with mentorship from experienced professionals
- Clear growth path from intern to full-time executive with structured salary progression
- Pre Placement Offer (PPO) based on performance
- Certificate of Internship upon successful completion

Work Location

DIYguru Corporate Office

Wave One, Noida Sector 18, Uttar Pradesh

(On-Site | 6 days a week)

How to Apply

Interested candidates should send their **updated resume** and **relevant work samples or portfolio** to:

Email: ashraf@diyguru.org

Subject Line: *Application for Marketing & Communications Intern | DIYguru Mobility Pvt. Ltd.*

Contact: 9910413093 | 9163687277

DIYguru Mobility Pvt. Ltd. | www.diyguru.org | hr@diyguru.org
374, MG Road, Delhi – 110030 | Ph: 011-42340578