

JOB DESCRIPTION

Job Title: Branding and Digital Marketing Intern

Location: Bhubaneswar

Internship Type: On-site

Company: Mahashakti Foundation

Industry: Development Sector

Stipend: Up to INR 7,000/- per month

About Us

Mahashakti Foundation is a leading development organization dedicated to empowering underserved communities through initiatives in sustainable agriculture, livelihood development, financial inclusion, women's empowerment, skill development, and more. With a legacy spanning over two decades, Mahashakti has touched the lives of thousands across Odisha, driving impactful and sustainable change at the grassroots level.

We are looking for enthusiastic and creative Branding and Digital Marketing interns to join our team. This internship offers an opportunity to work with a dynamic marketing team and contribute to impactful campaigns that enhance the visibility and outreach of our programs and initiatives.

Responsibilities

- Collaborate with the team to design and execute branding and digital marketing strategies for Mahashakti Foundation.
- Create marketing materials, including brochures, flyers, social media posts, and short videos [Content + Design + Videos].
- Develop and curate engaging content for platforms such as Facebook, Instagram, LinkedIn, and the organization's website.
- Research and analyze industry trends, competitor activities, and audience behavior to refine content strategies.
- Track and report the performance of marketing campaigns, suggesting optimizations to improve engagement and reach.
- Work with cross-functional teams, including program heads and field teams, to ensure branding consistency and effective communication of impact stories.

Must-Have Skills

- Strong written and verbal communication skills.
- Creative mindset with attention to detail and a strategic approach to branding.
- Basic knowledge of social media platforms (Instagram, LinkedIn, Facebook, X etc.).
- Familiarity with graphic design tools such as Adobe Photoshop, Illustrator, or Canva.
- Bonus: Knowledge of video editing tools for creating short-impact films.

Why Join Us?

This internship at Mahashakti Foundation is a chance to make a meaningful impact by contributing to the communication and visibility of our life-changing programs. You will gain hands-on experience in branding and marketing, preparing you for future roles in digital communications.

To Apply: Email your CV and a brief statement of interest to [\[headhr@mahashaktiindia.org\]](mailto:headhr@mahashaktiindia.org), hr@mahashaktiindia.org, and sushrita@mahashaktiindia.org with the subject line Branding and Digital Marketing Internship Application.