

Internship Role: Social Media & Content Intern (Deadline: 27/07/2025)

Location: Remote

Duration: 3 months

Stipend: Yes (based on skill and performance)

About Moolam Naturals

Moolam Naturals focuses on addressing the root causes of food waste and inadequate access to fresh produce. We are building a complete ecosystem where the movement of fresh produce is more efficient, transparent, and sustainable. We aim to reduce food waste, make local produce available when it's actually fresh, and ensure every part of the supply chain is understood and valued. Find out more about us at moolamnaturals.in

We don't believe in just posting fancy pictures or empty slogans. What we do in the field has to be shared with people in a way that is clear, honest, and consistent. This internship is about helping us bring Moolam into the public space through good content. You will take the real stories, data, and updates from the ground and shape them into simple and powerful posts that help others understand what we are doing and why it matters.

What You'll Be Doing

- Work closely with the manager and the field research intern to get photos, videos, and insights from the ground.
- Create clean and engaging content using simple design tools.
- Make posters, infographics, short videos, and social media posts based on our weekly content plan.
- Post regularly on Instagram, LinkedIn, WhatsApp, and possibly other platforms.
- Stick to a calendar and be on time with content creation and posting.
- Keep in touch with the team throughout the week and attend regular online meetings to share updates and ideas.
- Use your creativity to make Moolam's mission clear to the public in a relatable way.



What Skills You'll Need

- You should know how to use basic design and editing tools like **Canva**, **InShot**, **CapCut**, or similar.
- You must be familiar with posting content on **Instagram** and **WhatsApp Business** accounts.
- You need to have strong communication skills and the ability to turn an idea or a piece of information into a simple, clear visual.
- You should be able to manage your time, follow a schedule, and be consistent.
- Being proactive is essential. If you don't have what you need, you should know when and how to ask.
- You should be open to feedback and able to adjust things quickly.

Why This Internship Matters

This role plays an important part in how people see Moolam Naturals. Every post and visual you make will help someone understand our purpose. You will not just be creating content. You'll be building trust with our future partners, customers, and supporters. This is about showing people the value of fresh, local produce and the effort that goes into getting it right.

What You'll Get Out of This

- Real experience in handling content for a social-purpose brand
- The chance to work with a growing team that is doing meaningful work on the ground
- Opportunities to try your ideas while learning how communication works in the real world
- Regular feedback, mentorship, and a chance to stay with us longer if it works well

For further job-related queries, please contact recruitment@moolannaturals.in