

Job Title: Graphic Designer & Social Media Intern - Mind Lab, IIT Delhi

Location: IIT Delhi, New Delhi

Job Type: Summer Internship

Job Description:

We are seeking talented and creative individuals to join our recently inaugurated Mind Lab as a **Graphic Designer & Social Media Interns**. The ideal candidate will be responsible for creating visually stunning designs for flyers, posters, and other promotional materials, as well as managing and enhancing our social media presence.

Key Responsibilities:

1. Graphic Design:

- Design eye-catching flyers, posters, banners, and other promotional materials for events, workshops, and initiatives hosted by Mind Lab.
- Create infographics, presentations, and visual content to communicate complex ideas in a simple and engaging manner.
- Ensure all designs align with Mind Lab's branding guidelines and maintain a consistent visual identity.

2. Social Media Management:

- Develop and execute a social media strategy to increase engagement and visibility for Mind Lab.
- Create and schedule posts, stories, and updates across platforms like Instagram, LinkedIn, Twitter, and Facebook.
- Monitor social media trends and analytics to optimize content and engagement.
- Interact with followers, respond to comments/messages, and build an online community.

3. Content Creation:

- Collaborate with the Mind Lab team to brainstorm and create content ideas.
- Edit and enhance photos, videos, and other multimedia content for social media and promotional use.
- Write compelling captions and descriptions for social media posts.

Qualifications:

- Proven experience in graphic design, with a strong portfolio showcasing flyers, posters, and social media content.
- Proficiency in design tools such as Adobe Photoshop, Illustrator, Canva, or similar software.

- Experience managing social media platforms (Instagram, LinkedIn, Twitter, Facebook) for brands or organizations.
- Strong understanding of social media trends, algorithms, and analytics.
- Excellent communication and writing skills.
- Creative thinking and attention to detail.
- Ability to work independently and meet deadlines.
- Knowledge of video editing tools (e.g., Adobe Premiere Pro, Final Cut Pro) is a plus.

How to Apply:

Interested candidates are requested to submit their resume, portfolio, and a brief cover letter explaining their interest in the role to vgp.iitdelhi@gmail.com with the subject line "Application for Graphic Designer & Social Media Intern – Mind Lab."

Deadline: 15th April 2025