

Consumer Unity and Trust Society (CUTS) is a leading think-tank working on economic and public policy issues. From its modest beginnings in 1983, CUTS has grown significantly as a local and global research and advocacy group in addressing the challenges to enhance consumer welfare. From a small voluntary consumer non-governmental organisation (NGO) working locally in Rajasthan, a state in North West India, to make consumers aware of their rights and seek resolution of their grievances, CUTS has over time progressed to policy research and network-based advocacy on various public policy issues at state, national, regional and international levels.

Its work spans a multi-pronged agenda targeted to the realisation of CUTS' Vision of 'Consumer sovereignty' and its Mission of 'consumer sovereignty in the framework of social justice, economic equality and environmental balance, within and across borders.'

CUTS work now revolves around three verticals: Rules-based Trade, Effective Regulation and Good Governance. This graduation happened organically because of the demands made on CUTS to work on policy issues, which would enhance consumer welfare, with the realisation that consumers need to be protected upfront and not only ex post. CUTS aims to move forward with the whole world for a singular future.

Over four decades, the organisation has emerged as a Civil Society Voice of the Global South and has established itself as a Global Public Policy Think- and Action-tank influencing the process and content of inclusive growth and development

Please refer link for more information <https://cuts-international.org/>

The internship programme will be on unpaid basis. For brief details about the internship, please refer to the following link: <https://cuts-international.org/career-internship-program/>

Purpose:

To allow short term exposure of "*selected candidates*" with the different Verticals/ Divisions/Units of CUTS International as '*Interns*'.

About the Role:

We are looking for a creative, enthusiastic, and proactive Social Media Intern who can help us strengthen our digital presence through engaging content, innovative promotional ideas, and effective communication strategies. The ideal candidate should have a passion for social media, creativity in content presentation, and the ability to represent information in an impactful manner.

Key Responsibilities:

- Create and schedule engaging content for social media platforms including LinkedIn, Instagram, Facebook, X (Twitter), and YouTube.
- Design basic creatives, banners, and promotional materials using tools like Canva or similar platforms.
- Assist in creating social media campaigns and promotional strategies.
- Write captions, short content pieces, and promotional text for posts.
- Monitor social media trends and suggest innovative ideas for audience engagement.
- Support newsletter promotions, email campaigns, and digital outreach activities.
- Coordinate with the team for content approvals and campaign execution.
- Maintain consistency in branding and communication across platforms.
- Assist in preparing monthly reports on social media performance and engagement.

Requirements:

- Pursuing or completed MBA or MCA.
- Strong written and verbal communication skills.
- Basic knowledge of social media platforms and digital marketing.
- Creativity and attention to detail.
- Basic graphic design and video editing skills.
- Familiarity with tools such as: Canva, Mailchimp, Meta Business Suite, Google Workspace.
- Ability to work independently and meet deadlines

Preferred Skills:

- Experience with WordPress or website content management.
- Knowledge of email marketing and newsletter design.
- Understanding of social media analytics and audience engagement.
- Familiarity with AI tools for content creation is a plus.

TO APPLY

Procedure for Internship Candidates is required to apply for internship to Human Resource Department at recruit@cuts.org with the following:

- An application form has to be submitted in the prescribed format ([Internship Application Form](#)) Annexure-I.

- Reference letter from the university with the fact that they are in the process of acquiring their qualification.
- The duration of the programme.

If applicants satisfy the aforesaid criteria, the application will be forwarded to the relevant department for approval. Once approved, the applicant will be notified with a request to contact and complete the relevant formalities of joining as intern in respective department and a work plan will be prepared for his/her internship. Centre Heads and Colleagues may also refer candidates for internship. Even in those cases, the procedure will have to be adhered to.

CUTS is an equal opportunity employer and considers all applicants on merit without regard to race, national origin, religious beliefs, gender, marital status or physical disability. Women candidates are encouraged to apply.

Consumer Unity & Trust Society (CUTS) International

HEAD OFFICE

D-217, Bhaskar Marg

Bani Park, Jaipur 302016

India

Email: recruit@cuts.org

Web: www.cuts-international.org

General Guidelines:

The objectives of the Internship Programme are:

- The internship period will be of one to six months depending upon the need of the centre at a specific time or as mutually agreed between CUTS and the candidate.
- Interns are encouraged to carry their laptop.
- The office hours would be from 9.30 AM to 6.30 PM from Monday to Friday.
- CUTS will NOT hold the responsibility of reserving accommodation for Intern students. S/he has to be responsible for all related costs, including accommodation, daily expense, and local travel during the internship. CUTS will not provide any financial support during the internship.
 - The intern shall maintain decorum of the office environment including punctuality and general discipline.
 - Interns are not entitled to any leave during the period of internship unless otherwise agreed. However, due consideration would be given to emergencies i.e. medical. The information should be provided to the mentor and HRD.
- Inform absence well in advance on email to mentor and HRD.
- If an intern is expected to travel for an assignment under a project, then the concerned department will take care of their expenses.
- Submit an Internship Report on completion of internship.
- A feedback session will be conducted by the mentor and HR with the intern on completion of internship.
- A certificate of completion of the internship will be provided to the intern at the end of the internship period.