



## Think Shaadi – Community Management Intern

Think Shaadi is a beautiful and dedicated digital portal that helps the bride-to-be design an unforgettable wedding experience. We showcase a fusion of the best South Asian and Western luxury houses to offer a selection of excellent products and services, helping couples craft their memorable day.

We are looking for an intern to help make great connections within and outside our community of followers, guest bloggers, partners and media.

The post holder will be responsible for:

- Interacting with our audience, industry bloggers and commentators.
- Writing and contributing content for our social media channels (Facebook, Twitter, Google+, Instagram etc.), sharing insights with the community.
- Listening, joining conversations and interacting positively with people every day.
- Developing ideas and tactics for increasing engagement and interaction.
- Keeping an eye on developments in digital media and testing new tools.
- Keeping the team updated on trends in the lifestyle, design and wedding industry.
- Responding to questions and requests via social media and fielding queries to relevant team members within Think Shaadi.
- Help in measuring and analysing our audience engagement and reach across all platforms.

Team member-to-be attributes:

- **A confident and good communicator** - be comfortable introducing yourself and enjoy talking to new people online and offline in a professional but easy-going manner.
- **Interest in Lifestyle, Design, Experience, Events and/or Wedding planning** – you must be passionate about the people, trends and ideas in our industry. You must be enthusiastic interacting with people on a daily basis on a variety of subjects.
- **Strong writing skills** – able to create interesting content that represents our brand well. Able to write in clear English with good grammar. A background in journalism, communications, PR would be a plus but is not necessary.
- **Social media experience** – experience working with social media tools in a business, society and community group context. A good understanding of using Twitter, Facebook and other tools for business is desirable.
- **Flexibility** – As our audience and partners are interacting with us from around the globe online, you may be required to work some evenings and weekends, and respond to community members outside of the usual 9-5 hours. The team will lend a hand too.
- **Organised** – You need great time management skills, ability to multi-task and act with intelligence.
- **Collaborative** – we are a small team, working from different locations. You'll need to quickly take ownership for your work, communicate well on what you are doing and chip in helping with other related tasks in Marketing and Events.



**Perks:**

- Invitation to exclusive luxury events.
- Access to various high-end designer trunk shows and sample sales.
- Interaction with leading luxury industry professionals and taste makers.
- Working in an exciting, young company with lots of opportunity to learn and contribute.
- You won't be making coffee, you'll be doing actual interesting work that impacts the business.

**Can you picture yourself on our team?**

Please submit your details to Mainda by email – [mainda@thinkshaadi.com](mailto:mainda@thinkshaadi.com)