



## **Requirement - Intern for Community Management**

### **Content Creation and Curation:**

Assist in creating engaging content for social media platforms, blogs, forums, and other community channels.

Curate relevant and trending content to share with the community.

Help in developing multimedia content such as images, videos, and infographics.

Community Engagement:

Monitor community interactions and respond to comments, questions, and messages promptly.

Foster positive community interaction by encouraging discussions and participation.

Identify and engage with community influencers and advocates.

### **Support and Customer Service:**

Provide support to community members by addressing their concerns and troubleshooting issues.

Escalate critical issues to senior community managers or relevant departments.

Maintain a FAQ section or help guide for common questions and issues.

## **Event Planning and Coordination:**

Assist in organizing virtual events, webinars, and community meet-ups.

Coordinate with speakers, attendees, and other stakeholders to ensure smooth event execution.

Promote events through community channels to increase participation.

## **Analytics and Reporting:**

Track and report on community metrics such as growth, engagement, and sentiment.

Analyze data to identify trends and areas for improvement.

Provide insights and recommendations based on community feedback and data analysis.

## **Strategy and Development:**

Work closely with marketing, PR, and other departments to align community activities with overall company goals.

Collaborate with content creators, designers, and developers to produce community-centric content and features.

Support cross-functional projects that involve community input or participation.

## **Administrative Tasks:**

Maintain community management tools and platforms.

Keep records of community interactions and feedback.

Assist with other administrative tasks as needed.

To excel as a Community Manager Intern, a combination of soft and technical skills is required. Here are the key skills needed:

## **Communication Skills:**

Excellent written and verbal communication abilities.

Ability to craft clear, engaging, and persuasive messages.

Active listening skills to understand community needs and feedback.

## **Interpersonal Skills:**

Strong customer service skills to handle community queries and concerns.

Empathy and patience when interacting with community members.

Ability to build and maintain positive relationships within the community.

## **Creativity:**

Proficiency with social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn).

Familiarity with community management tools (e.g., Hootsuite, Buffer, Sprout Social).

Basic knowledge of content creation tools (e.g., Canva, Adobe Creative Suite).

## **Analytical Skills:**

Ability to analyze community data and metrics to gauge engagement and growth.

Proficiency in using analytics tools (e.g., Google Analytics, social media insights).

Capability to interpret data and provide actionable insights.

**Duration - 3 Months**

**This is a Paid internship**

**City - Bangalore**

## **About Propelld**

Propelld is a Bangalore-based FinTech startup specializing in lending in the Education segment backed by Westbridge Capital, Stellaris Ventures and India Quotient. Founded by IIT and IIM alumni, the core team consists of experienced professionals from the banking and finance Industry and consumer fintech startups. Propelld works with 2000+ educational Institutes across edTech, K12, Universities, Schools and Upskilling. With an annual disbursal run rate of INR 1200 Crores and NPAs below 1%, Propelld is one of the best-managed & quickest growing loan portfolios. Propelld has managed to achieve the above business fundamentals and yet remains profitable.

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