

Marketing & Communications Intern Job Description

ABOUT NOVARYD:

NovaRyd is building India's first low-cost, fully electric auto-rickshaw ride-hailing network. By pairing low fares with on-vehicle advertising and hourly wages for drivers, we deliver affordable, climate-positive mobility for everyone.

LOCATION:

Remote-first with **2–5-day trips to Mumbai** for pilot events, content shoots, and team workshops. Preference for Mumbai-based candidates, but standout remote applicants encouraged to apply. Post probation, the intern will have an opportunity to either part ways or transition to a full time position (subject to the company's financial growth). For full time positions, candidates will be required to be based in Mumbai. However, for specific roles that do not require a physical presence, virtual options will be given.

DURATION:

The internship duration is supposed to be between 3-6 months which will also serve as a probationary period to allow both the interns and the company to assess each other's suitability.

WHY THIS ROLE MATTERS:

As we gear up for our pilot, we need a compelling narrative that inspires riders, drivers, regulators and investors alike. You'll own our brand voice, craft attention-grabbing campaigns, and turn early users into passionate advocates.

KEY RESPONSIBILITIES:

Core Focus	What You'll Do
Digital Marketing	<ul style="list-style-type: none">• Manage day-to-day social channels (LinkedIn, Instagram, X, Reddit)• Plan and schedule content calendars; track engagement and growth KPIs• Interpret analytical data (viewerships, number of clicks, etc.) and present them in the form of reports/briefings.
Content & Storytelling	<ul style="list-style-type: none">• Write punchy copy for web, email, blogs, push notifications & ads• Develop a brand style guide and maintain consistent voice
User Acquisition	<ul style="list-style-type: none">• Design and execute low-budget growth experiments for the pilot• Analyse funnel metrics and iterate on creatives/targeting
Community Building	<ul style="list-style-type: none">• Launch grassroots campaigns with riders, drivers & local colleges• Source and amplify user-generated stories and testimonials

PR & Partnerships	<ul style="list-style-type: none"> • Draft press releases, media pitches and briefing docs • Coordinate with ops team on CSR/climate-impact initiatives for earned media • Develop rapid-response playbooks for service disruptions or negative press; align with Ops media • Co-create campaigns with e-rickshaw OEMs, climate NGOs and local influencers to amplify reach
Cross-Functional Collab	<ul style="list-style-type: none"> • Align messaging with product, tech and operations teams • Give input on in-app UX copy and driver/rider communications

No two days alike: One morning you're scripting an Insta Reel on e-rickshaw sustainability; the next you're crunching open-rate data or interviewing drivers for a blog spotlight.

YOU'RE A GREAT FIT IF YOU...

- Are a recent graduate / final-year student available **30–40 hrs per week**
- Have hands-on experience running social media or growth campaigns (portfolio links welcome)
- Write crisp, audience-centric copy in English; Hindi/Marathi a plus
- Know your way around Canva/Figma or basic design tools; bonus for Premiere/CapCut chops
- Understand marketing analytics (Insights, GA4, HubSpot, or similar)
- Thrive in fast-moving startup environments; experiment, measure, iterate

Nice-to-haves: SEO basics, influencer outreach, climate-tech or mobility interest, prior community-building experience.

WHAT WE OFFER:

- **Stipend:** ₹5,000 – 12,000 / month (skill-based)
- Sponsored online learning (courses, certifications, books)
- Direct mentorship from the founding team and early visibility to investors
- Internship certificate, strong letter of recommendation, and priority for future full-time roles
- ESOP consideration after the 3-6 month probation if converted to FTE
- Freedom to pitch bold ideas and see them shipped in the real world

APPLICATION PROCESS & TIMELINE :

1. **Apply** via keshav@novaryd.com with:
 - CV (PDF)
 - 200-word note on **one process you improved and the measurable impact**
2. **Intro call** (20 min) – culture & motivation
3. **Presentation round** – brief presentation on a one-week content plan for NovaRyd's pilot launch
4. **Final interview** with founders – deep dive + Q&A
5. **Offer** within 10 days of task submission

Target start: **late August 2025**

NovaRyd is an equal-opportunity employer. We celebrate diversity and are committed to an inclusive environment for all teammates.