

<b>ORGANIZATION</b>	National Institute of Urban Affairs (NIUA)
<b>CENTRE</b>	Centre for Digital Governance (CDG)
<b>FUNCTIONAL TITLE</b>	<b>Intern - Communications and Design</b>
<b>PROJECT</b>	National Urban Digital Mission
<b>NO. OF POSTS</b>	02
<b>DUTY STATION</b>	New Delhi, India
<b>DURATION</b>	06 Months - extendable
<b>TYPE OF CONTRACT</b>	Internship

**About the National Institute of Urban Affairs (NIUA):**

Established in 1976, the National Institute of Urban Affairs (NIUA) is a premier institute of the Ministry of Housing and Urban Affairs, Government of India, for research and capacity building for the urban sector in India. For more than 40 years now, NIUA has been the vanguard for contributing to and building the urban narrative for a fast-evolving urban India. The Institute has been actively working on bringing forth key areas of concern for urban India in order to build the urban discourse at various urban scales. It has utilised its competencies in research, knowledge management, policy advocacy and capacity building to address urban challenges and continuously striving to develop sustainable, inclusive and productive urban ecosystems in the country. It has emerged as a thought leader and knowledge hub for urban development in India and is sought after by both Indian and international organisations for collaborations and partnerships in India's urban transforming journey. NIUA is committed towards aligning its efforts towards achieving Sustainable Development Goals (SDGs) through all its initiatives and programmes. Read more about NIUA at [niua.in](http://niua.in)

**About the Centre for Digital Governance (CDG):**

The National Institute of Urban Affairs (NIUA) instituted the Centre for Digital Governance (CDG) to operationalise the ambitious National Urban Digital Mission (NUDM) to contribute to quality of life for our citizens by way of inclusive and accessible digital solutions. Read more about CDG at [niua.in/cdg](http://niua.in/cdg).

CDG will use the three pillars of NUDM (People, Process, Platforms) to activate digital service delivery and ease of access across all cities and towns in India by 2024. NUDM will create a shared digital infrastructure as a public good through open source, customisable digital urban platforms, building blocks, data infrastructure to manage the core digital urban data, and the infrastructure required for its seamless exchange. Read more about NUDM at [nudm.mohua.gov.in](http://nudm.mohua.gov.in).

### **Position overview:**

We are seeking a motivated and dynamic Communications and Design intern to join our team. The ideal candidate will play a critical role in executing our communications strategy, monitor and analyse communications campaigns, and producing and editing audio-visual content. This position will report directly to the Senior Program Associate and will work closely in various vertices under the NUDM.

### **Responsibilities:**

Overall Objective: Contribute to the success of NUDM through diverse skills and fresh perspectives.

Specific Roles and Responsibilities:

- Execute Communications Strategy:
  - Assist in the implementation of NUDM's communications strategy across various channels, including social media, website, newsletters, and press releases.
  - Create, edit, and publish engaging multimedia content (text, infographic, video) tailored to each social media platform.
  - Monitor and analyze the effectiveness of communication campaigns and adjust strategies as needed.
  - Develop and curate content that aligns with NUDM's mission and goals.
  - Design and produce internal communications materials, ensuring they are visually appealing and on-brand.
  - Collaborate with the team to develop a content calendar that aligns with NUDM objectives and goals.
- Graphic design:
  - Create visually appealing graphics for social media, websites, newsletters, edit videos, podcasts, and other multimedia content to support NUDM's communications and outreach efforts

- Design materials such as banners, flyers, posters, Powerpoint decks, reports and infographics in line with our brand guidelines.
- Collaborate with the team to develop creative concepts and visual content that aligns with the organisation goals.
- Assist in the development of branding assets including logos, typography, and color schemes.
- Social Media Management:
  - Assist in planning, creating, and scheduling social media posts across platforms like Instagram, Facebook, Twitter, and LinkedIn.
  - Develop and execute social media campaigns to increase brand awareness, drive engagement, and generate leads.
  - Monitor social media trends, tools, and applications to stay updated with the latest industry best practices in multimedia production.

### **Skills, Qualifications & Experience**

- Bachelors / Masters degree in Communications, Graphic Design, Visual Communication, Public Relations, or a related field.
- Excellent written and verbal communication skills.
- Strong organizational skills and attention to detail.
- Ability to work independently and as part of a team.
- Creative thinking and the ability to generate innovative ideas.
- Proficiency in social media platforms, content management systems, content creation tools such as Adobe Creative Suite, Canva, or similar graphics tools.

**No. of Positions:** 02 (may be changed on need basis)

**Reporting Officer:** Chief Program Officer, National Urban Digital Mission/Centre for Digital Governance, NIUA

**Last Date to Apply:** September 6, 2024

**Application process:** Submit your application through the NIUA Intern Job Portal