

Marketing & Branding Intern

Special Situation Advisors (India) Pvt. Ltd.

Vashi, Navi Mumbai | On-site

Duration: 6 Months

Stipend: ₹7,000 per month

Immediate Joiners Preferred

About the Company

Special Situation Advisors (SSA) is a boutique investment banking and advisory firm specializing in distressed assets and NPA transactions. We work with financial institutions and companies involved in restructuring and turnaround situations.

Selected intern's day-to-day responsibilities include:

- 1. Assisting in managing the company's LinkedIn, YouTube, and Facebook pages**
- 2. Creating and scheduling 1–2 social media posts per week**
- 3. Drafting simple content related to finance topics (NPA updates, RBI news, IBC developments)**
- 4. Supporting video uploads, captions, and basic optimization**
- 5. Coordinating with internal team members for content inputs**
- 6. Maintaining a content calendar and post tracker**
- 7. Monitoring engagement metrics such as likes, reach, and views**
- 8. Assisting in preparing a monthly activity summary**

Skills Required

- Good written and verbal communication skills**
- Good working knowledge of LinkedIn, YouTube, and Facebook**
- Basic understanding of social media engagement metrics**
- Interest in digital marketing and financial services**

- **Familiarity with Canva or basic design tools (preferred but not mandatory)**

Who can apply?

- **Students pursuing or recently completed BBA, BMS, B. Com, BA, or MBA (Marketing preferred)**
- **Have relevant skills and interest in digital marketing**
- **Good knowledge of social media platforms**

(Candidates from non-marketing backgrounds should have completed a short digital marketing certification.)

What you will gain

- **Exposure to marketing in an institutional environment**
- **Hands-on content creation experience**
- **Understanding of financial sector communication**
- **Professional mentorship and structured learning**