



**NABKISAN Finance Limited**  
**(A subsidiary of NABARD)**

NABKISAN Finance Limited (NKFL), a subsidiary of NABARD is registered as Non-Banking Finance Company (NBFC) with a balance sheet size of more than Rs. 5000 Crore. NKFL provides loans for agriculture and other rural projects to various categories of borrowers including societies, NBFCs, MFIs, producer companies, corporates, others etc. It is also a leader in lending to Farmer Producer Organisations. (FPOs).

NKFL is looking for recruitment for the post of **Social Media Intern**

**No. of posts - 1**

**Location: Mumbai**

The Intern will be responsible for managing and growing NABKISAN's social media presence across various platforms.

**Key Responsibilities of Social Media Intern**

- ✓ Managing and supporting communication across official social media platforms.
- ✓ Developing generic content and creatives for the Learning Management System (LMS) using Rise 360
- ✓ Supporting ongoing communication activities conducted throughout the year, including the use of AI-enabled video and audio editing tools.
- ✓ Assisting with content design using tools such as Canva, Google Gemini, Suno AI, and Narkit, and drafting social media posts.
- ✓ Content Creation & Management:
  - Assist in creating engaging social media content (text, images, videos) aligned with company's guidelines.
  - Help manage social media calendars and scheduling posts across platforms.
  - Research and curate relevant content from other sources
- ✓ Community Management:
  - Monitor and respond to comments, messages, and mentions on social media platforms.
  - Engage with followers by liking, commenting, and sharing their content as per Company's policies
  - Identify and address any negative feedback or customer service issues.
- ✓ Social Media Analytics & Reporting:
  - Track and analyze key social media metrics (e.g., reach, engagement, follower growth)
  - Generate reports on the performance of social media campaigns.

- Identify trends and provide insights to improve future campaigns.
- ✓ **Research & Trend Analysis:**
  - Stay up to date on the latest social media trends, platforms, and best practices.
  - Conduct research on target audiences and competitors' social media activities.
  - Identify potential influencers and opportunities for collaborations.
- ✓ **Support for Social Media Campaigns:**
  - Assist in planning and executing social media campaigns (e.g., contests, giveaways, live events).
  - Help with the creation of social media ads and paid campaigns.
- ✓ Additional items of work, if any, assigned by NABKISAN from time to time.

<b>Educational Qualification:</b>	<ul style="list-style-type: none"> <li>✓ Should have completed graduation/post-graduation in relevant fields like Digital Marketing, Mass Media, Media Studies, or a related field.</li> </ul> <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> <li>✓ Certification in Digital Marketing, SEO, Canva/Adobe/Photoshop, or similar applications.</li> </ul>
<b>Experience</b>	<b>Freshers are eligible. However Preference will be given to candidates with:</b> <ul style="list-style-type: none"> <li>✓ Strong Communication skills</li> <li>✓ Prior experience in working in similar projects related to development of Social Media presence.</li> </ul>
<b>Other Criteria</b>	<ul style="list-style-type: none"> <li>✓ Maximum age limit is 28 years at the time of application</li> <li>✓ Proficiency in using tools such as MS Office, Canva/Adobe/Photoshop, etc.</li> <li>✓ Proficiency in reading, writing, and speaking English</li> </ul>
<b>Place of Posting</b>	<ul style="list-style-type: none"> <li>✓ The place of posting for the present will be Mumbai, Maharashtra.</li> <li>✓ However, depending on administrative requirement of NABKISAN candidate may be placed anywhere in the country in future.</li> </ul>
<b>Emoluments and service conditions</b>	<ul style="list-style-type: none"> <li>✓ Monthly consolidated remuneration of Rs. 30,000/-</li> <li>✓ Travel, Lodging and visit allowances for visits undertaken, if any, shall be provided as per Company Policy</li> </ul>
<b>Other conditions</b>	<ul style="list-style-type: none"> <li>✓ Candidates shall not be employed/take up any other employment during the tenure of the internship.</li> <li>✓ The internship does not constitute an employment relationship with the company, nor does it guarantee future employment opportunities with the company.</li> </ul>

Interested candidates may visit <https://www.nabkisan.org/career> and apply online.

**Last date of receipt of applications is 6<sup>th</sup> February 2026**