

# Aam Aadmi Party

The essence of a democracy is that young minds join the political process to ensure that governments keep pace with the evolving needs and aspirations of society.

However, the difference in the average age of politicians as compared to citizens is staggering and the time has come for India's youth to engage in the political process. Unfortunately, Indian politics is at a juncture where ordinary citizens have no access to enter into politics or participate in the electoral process until they belong to a political family.

With the Aam Aadmi Party's arrival in 2012, a large number of India's youth took the plunge and joined politics for the first time shaking the entire political nexus.

We cherish the minds of the most capable young leaders. Looking forward to having young change-makers onboard!

**POC - Ojas bhandari**  
**National Social Media Team**  
**(91+ 8448244676)**

## Rules that you need to follow during the internship Period:

- **Attentiveness:** It is your duty to be attentive to the tasks assigned to you. You must be respectful of your coworkers and superiors, and you should listen carefully when they speak.
  - **Availability:** If you are asked to do something, you should complete it within the given deadline. This will help your supervisor know that he or she can count on you for certain tasks. It is your duty to be available for work and meetings. You should also be prepared to deal with any emergency that might arise, also pay attention to the details of your work, and never be careless or take shortcuts. Attentiveness shows that you are serious about your job and that you care about doing it well.
  - **For Leave:** An Email should be sent to the "[internship@amaadmi.org](mailto:internship@amaadmi.org)" at least 2 weeks before taking the leave. The leave will only be granted if it is approved by the internship team, and you will receive a reply for the same.
1. The Email should contain the following information:
  2. The reason for the leave (for example, a wedding or a funeral)

3. Any other important details that may be relevant (for example, an expected date of return).
  4. Impromptu leaves will only be entertained in case of Emergency.
- **Offer Letters-** In addition, an offer letter will be sent to you from us after 2 weeks from the start of the internship period .

## **PERKS:**

- Certificate will be given on the basis of time devotion, tasks completion and the quality of your work.

### **In order to qualify for the Certificate, Interns need to clear the following parameters:**

- 80% attendance.
- 80% of tasks completed with a minimum of 75%.

**LOCATION:** remote/office operations

**DURATION:** 3 months

**It is very important that you understand that we are not offering you a job. We are only providing an opportunity to work with us as an intern on a temporary basis. If you have any questions or need more information, please feel free to contact us.**

**The JOB DESCRIPTIONS are given ahead.**

**Positions:**

*Content Writing*

*Human Resources*

*Graphic Designing*

*Video Editing*

*Social Media*

## ● Human Resources

**Title:** HR intern

**Experience:** Anyone with the required skills

**Responsibilities:**

- Preparing job descriptions, advertising vacant positions, and managing the employment process.
- Orientating new interns and conducting inductions.
- Monitoring intern performance.
- Implementing systematic development procedures.
- Providing counselling on procedures.
- Communicating with interns about issues affecting their performance.
- Ensuring accurate and proper record-keeping of employee information in electronic and digital format.

**Job Qualification and Skill set:**

- Able to engage in meaningful negotiation and resolution.
- Knowledge of employment legislation.
- Excellent verbal and written communication skills.
- Protecting the interests of all employees.
- Full understanding of HR functions and best practices.
- Know all MS Office tools, especially MS Word, Excel, and PowerPoint.
- Have superb organisational abilities to process all HR functions.
- Possess excellent communication skills to solve all queries of employees.
- Have Problem-solving and decision-making aptitude.

# ● Content Writers (Hindi/English).

**Title:** CW Intern

**Experience:** Anyone with the required skills

## **Responsibilities:**

- Developing content for social media. (e.g., writing concise and informative tweets for the official platforms)
- Assisting the social media team in developing content for campaigns and press conferences
- Working on the writing/editing tasks assigned timely
- Proofreading content for errors and inconsistencies
- Conducting keyword research and using SEO best practices to increase traffic
- Creating compelling headlines and body copy that will capture the target audience's attention

## **Job Qualification and Skill Set:**

- Bachelor's degree in communications, marketing, English/Hindi, journalism, political science, or a related field
- Proven content writing or copywriting experience
- Proficiency in English (writing), and in Hindi (spoken & writing)
- Excellent writing and editing skills in English or Hindi
- Proficiency to work in a fast-paced environment
- Ability to handle multiple projects concurrently and meet deadlines effectively
- Effective communication skills

# ● Video Editing

**Title:** Video Editing

**Experience:** Anyone with the required skills

## **Responsibilities:**

- Assembling raw footage and transferring or uploading it to a computer
- Following a script, screenplay, or outline
- Inputting sound to enhance footage, which may include selecting music and writing voice-overs
- Inputting graphics to enhance footage
- Digitally splicing film and video and synchronising them into one rough cut file
- Improving and correcting lighting, colouring, and faulty footage

## **Job Qualification and Skill Set:**

- Proficiency in editing software programs
- Background in media, art, communication, photography, videography, and/or technology
- General understanding of computers and digital equipment and knowledge of new and cutting-edge technology
- Ability to take and follow directions, while also having a creative eye for improvements

# ● Graphic Designing

**Title:** Graphic Designing

**Experience:** Anyone with the required skills

## **Responsibilities:**

- Create and design various graphics for Twitter.
- Select colours, fonts, images, and layouts
- Ensure projects are completed in a timely manner with a quality product
- Advise best practices and optimizations throughout design projects.
- Collaborate with fellow designers to develop new approaches for creating more-expressive graphics for the company
- Work with a wide range of media and graphic design software
- Establish creative direction for the party within brand guidelines
- Determine voice and messaging for graphic design pieces
- Implement feedback and changes whenever possible
- Create visualisations that convey accurate messaging for the project.

## **Job Qualification and Skillset:**

- Bachelor's degree or higher in a creative field
- Proficiency in programs such as Adobe Suite, Photoshop, InDesign, QuarkXPress, and Illustrator
- Excellent written and verbal communication skills
- Attention to detail
- Time management and organisational skills
- Knowledge of layouts, graphic fundamentals, typography, print, and web

# ● Social Media

**Title:** Social Media Managers

**Experience:** Anyone with the required skills

## **Responsibilities:**

- Develop, post, and manage content for our social media accounts (Twitter and Facebook)
- Post 4+ times daily across multiple channels with appealing content
- Develop and manage digital marketing campaigns
- Enhance brand awareness digitally
- Optimise content to increase the post's public reachability and visibility
- Stay up to date on best practices and emerging trends in social media
- Use social media marketing tools
- Plan, create, publish and share new content on a daily basis that builds meaningful connections, increases brand awareness, and encourages community members to engage with the brand (the post must follow our code and policies)

## **Job Qualification and Skill Set:**

- Excellent knowledge of Twitter, LinkedIn, Instagram, and other social media best practices
- Excellent consulting, writing, presentation, and communication skills
- Knowledge of online marketing and a good understanding of major marketing channels
- Excellent social media content writing and communication skills
- Good understanding of social media KPIs