

Social Media Apprentice



We are looking for a Social Media Apprentice to join our team and help create engaging content for real client projects across Instagram, YouTube, and LinkedIn.

This role is ideal for someone who wants to build real-world skills in content creation, video editing, and social media marketing — even if you don't have formal experience yet.

Job Responsibilities:

- ✓ **Content Creation & Planning**
 - Create short-form video content for Instagram, YouTube Shorts, and LinkedIn
 - Assist in scripting reels, talking videos, and educational content
 - Design basic graphics, carousels, and infographics
- ✓ **Social Media Management**
 - Manage company and client social media accounts
 - Instagram, YouTube, LinkedIn, Facebook, etc.
 - Schedule and publish posts using scheduling tools
 - Maintain a consistent posting calendar
- ✓ **Video Production Support**
 - Assist in filming content (camera setup, lighting, audio)
 - Edit short-form videos (reels, shorts, clips)
 - Add captions, transitions, and basic motion graphics
- ✓ **Content Strategy Support**
 - Research trends, hooks, and viral formats
 - Identify content ideas based on client industry and audience
 - Assist in building monthly content calendars
- ✓ **Engagement & Community Management**
 - Reply to comments and messages in a professional tone
 - Engage with audience to improve reach and visibility
 - Monitor content performance and engagement
- ✓ **Analytics & Reporting**
 - Track post performance (views, engagement, followers)
 - Assist in preparing monthly and quarterly reports
 - Identify top-performing content and suggest improvements
- ✓ **Brand Consistency**
 - Ensure all content aligns with client brand guidelines
 - Maintain consistent tone, style, and messaging
 - Assist in improving visual quality and storytelling
- ✓ **General Support**
 - Coordinate with project managers and team members
 - Assist with client content shoots when needed

Requirements:

- ✓ Commitment to the Company's vision
- ✓ Creative Mindset: Ability to think of engaging content ideas
- ✓ Self-Learner: Must be able to learn editing tools, trends, and platforms from online resources
- ✓ Basic Video Editing Skills (or willingness to learn quickly)
- ✓ Basic Design Skills (or willingness to learn quickly)
- ✓ Problem-Solver: Must be able to figure things out independently using YouTube, Google, etc.
- ✓ Strong attention to detail (captions, formatting, visuals)
- ✓ Flexibility: Ability to switch between creative and execution tasks
- ✓ Basic English skills or willingness to learn and reach working proficiency within 12 months

Expectations:

- **Apprenticeship Term:** 12 months
- **Career Path:** Successful candidates will be considered for a full-time role at the end of the program, subject to performance and available openings
- **Compensation:** ₹23,000/month (inclusive of fixed allowances)
- This is a full-time position
 - Monday – Friday 9-6 at the office in Dwarka, Sector 8
- Paid Time off includes 12 days sick leave, 12 days casual leave, 15 days earned leave, 7 paid holidays
- Calls with clients may occasionally take place late at night or early morning depending on the client's time zone so this schedule is flexible and can be shifted accordingly
- Office Hours and client calls combined should never exceed the legal 48 hour per week limit without additional compensation

Apprenticeship Program Overview

The SkyFish apprenticeship program is designed for individuals who are early in their careers and ready to build real, practical skills in a fast-paced environment.

You do not need formal training or advanced qualifications to succeed in this role. What matters most is your work ethic, willingness to learn, and ability to take ownership of your growth.

At SkyFish, apprentices work directly on real client projects while receiving hands-on training from our team. Over the course of the program, you will develop technical, creative, and professional skills that prepare you for a long-term career.

This is not an internship. The goal of this program is to train and develop team members who can grow into full-time roles within the company.

This apprenticeship is an internal training program operated by SkyFish and is not a government-registered apprenticeship under the Apprentices Act or any formal certification body.

We are looking for people who are serious about building a career — not just looking for a temporary job.