Social Media Intern

FYI | Mumbai | Full-time Internship

About FYI

FYI Group is a multidisciplinary strategy and creative company specialising in the built environment. With 15 years of industry experience, we work with leading brands across architecture, design, real estate, construction and infrastructure.

Our eight specialised practices, **Strategy, Experience, Studio, Design, Intelligence, Platforms, AI and Ventures**, bring together creative, strategic and technological expertise to build brands, experiences, digital solutions and industry-led initiatives.

The Role

We are looking for a **Social Media Intern with a strong creative instinct, an understanding of digital culture and a genuine interest in architecture, design and the built environment.**

You will work closely with our content, strategy and design teams to develop engaging social media content, build digital communities and strengthen the online presence of brands across architecture, design, real estate and lifestyle.

We value proactive, digitally savvy individuals who bring fresh ideas, understand emerging trends and have the initiative to turn concepts into engaging content.

What You'll Do

- Assist in planning and executing social media strategies and content calendars across Instagram, LinkedIn and other relevant platforms.
- Research industry trends, emerging conversations, audience behaviour and content opportunities.
- Develop engaging captions, content concepts, reels, stories and campaign ideas.
- Collaborate with writers, designers and strategists to create compelling visual and editorial content.
- Support content shoots, event coverage and behind-the-scenes storytelling.
- Manage content scheduling, publishing and day-to-day social media coordination.
- Monitor social media performance, track engagement metrics and prepare basic analytics reports.
- Explore AI-assisted content creation and emerging digital tools to improve creative workflows.
- Take ownership of assigned tasks, coordinate with teams and ensure timely delivery.

Who We're Looking For

- Students or recent graduates in Marketing, Communications, Design, Architecture, Media or related disciplines.

- A strong understanding of Instagram, LinkedIn and emerging social media platforms.
- Good writing skills with the ability to develop engaging, concise and platform-appropriate content.
- A keen eye for visual storytelling, contemporary aesthetics and digital trends.
- Familiarity with Canva, basic video editing tools and social media management platforms.
- An entrepreneurial, proactive mindset with the ability to take initiative, contribute ideas and work independently.
- Strong organisational skills, attention to detail and the ability to manage multiple tasks and deadlines.
- Curiosity about architecture, design, culture, technology and the evolving digital landscape.
- **An added advantage:** A background in architecture or spatial design, or prior experience creating content for brands in architecture, real estate, design or the wider built environment.

We are looking for a digitally curious, creatively driven individual who understands how to turn ideas into conversations and build meaningful engagement around brands.