UPTOSKILLS | CAREERS

Content & Social Media Executive

Job Description • Content & Marketing

Company	Department	Opportunity
UptoSkills	Marketing & Content	Internship to Full-Time

About UptoSkills

UptoSkills is a skill-development platform focused on helping students build practical skills, gain industry exposure, and become career-ready through internships, training, and innovative AI-powered tools.

Roles & Responsibilities

- Manage and regularly publish content across LinkedIn, Instagram, and YouTube.
- Plan content calendars and ensure consistent publishing.
- Guide content creation interns with creative ideas, references, and concepts.
- Create face-to-camera videos, voice-overs, reels, and other engaging video content.
- Handle video editing, scripting, captions, and storytelling.
- Manage and update website content, including blogs, articles, banners, and announcements.
- Plan and execute email and WhatsApp marketing campaigns.
- Coordinate content workflows, review deliverables, and maintain content quality.
- Track content performance and suggest creative improvements.

Required Skills

- Strong understanding of LinkedIn, Instagram, and YouTube.
- Creative thinking, content ideation, writing, and storytelling skills.
- Hands-on video editing experience using CapCut, Premiere Pro, DaVinci Resolve, or similar tools.
- Comfortable appearing on camera and recording voice-overs.
- Basic knowledge of website CMS, blogs, and SEO.
- Familiarity with email and WhatsApp marketing campaigns.
- Good communication, coordination, and time-management skills.
- Ability to take initiative, work independently, and manage multiple tasks.

Application & Selection

Content & Social Media Executive

Mandatory Application Requirement – Video Submission

Since video creation is a key part of this role, submitting a face-to-camera video is mandatory when applying. Choose **one** of the following options:

Option 1: Create a UptoSkills Video

Record a short face-to-camera video explaining or showcasing any UptoSkills product or feature, such as UptoSkills Leagues, Jobs & Internships, Hackathons, AI Resume Builder, AI Interview, AI Assessment, or the overall UptoSkills platform.

Option 2: Share Your Previous Work

Share a face-to-camera video you have previously created that performed exceptionally well. It does not necessarily have to be related to UptoSkills.

Video Submission Guidelines

- Share your video through YouTube, Instagram, or Google Drive.
- Ensure the link has public access and can be viewed without requesting permission.
- Your face and voice must be clearly visible and audible.

Important: Applications without a video submission will not be considered.

Selection & Growth Opportunity

- **First Month – Trial Internship:** Selected candidates will undergo a one-month trial internship to evaluate creativity, consistency, ownership, and execution.
- **Paid Internship:** After the trial, 1–2 top-performing candidates will be selected for paid internships.
- **Full-Time Opportunity:** Based on performance, candidates may receive a full-time offer with a salary of **■15,000–■25,000 per month**.

We are looking for someone creative, hands-on, confident, and ready to take ownership of building UptoSkills' digital presence.