SOCIAL MEDIA GROWTH INTERN

Break of Dawn · Mumbai · bybreakofdawn.com

ABOUT US

Break of Dawn has been making fresh, plant-based dairy in Mumbai since June 2017. An all-women kitchen makes the whole range from scratch: almond milks, cultured almond cheeses, nogurt, bliss balls, dips and butters. No preservatives, ever. The kitchen team starts early so orders reach doorsteps at the crack of dawn.

THE JOB

- **Location:** Deonar, Govandi East, Mumbai, near Chembur. You should be comfortable travelling to Deonar.
- **Job type:** Internship, 3 months, starting immediately. Exceptional interns will be offered a full-time role.
- **Pay:** Paid internship. Monthly stipend plus incentives on what you bring in. We share the amount at the interview.
- **Work mode:** 5 days a week, 12pm to 6pm, in our kitchen and office. On site preferred; hybrid for college students.
- **Flexibility:** We keep schedules flexible. On site is preferred, but for college students we can make it hybrid and build your week around your classes. We want you to have creative freedom and a pace that doesn't burn you out, while you learn to plan a schedule and stick to it.

THE ROLE

We're looking for someone with a strong eye for what works on social media and a genuine interest in food. As our Social Media Growth Intern, you'll work directly with the founder, mostly from our kitchen and office in Deonar, to run Break of Dawn's pages on Instagram, Facebook and LinkedIn: planning, shooting and publishing content on a steady schedule, and bringing creators in to make content with us.

WHAT YOU'LL DO

- **Social media pages:** manage Break of Dawn's pages on Instagram, Facebook and LinkedIn, and reply to comments and messages within a day
- **Content:** plan, create, publish and manage content across these platforms, about our products, ingredients, the founder and the brand
- **Founder content:** shoot with the founder in the kitchen, while products are being made and at the table
- **Content calendar:** build and keep a structured social media schedule and content calendar
- **Planning ahead:** plan content weeks in advance so posting stays consistent on every platform
- **Creator collaborations:** find relevant influencers and creators, reach out to them and coordinate each collaboration from the first message to the final post
- **Creator visits:** get creators to visit us, try our products and shoot reels and other content with us
- **Ideas and trends:** follow trends, formats and audio, and bring a short list of ideas to our weekly meeting
- **Performance tracking:** track reach, views, saves and follows, and send a short note every Friday on what worked and what to change

WHAT WE'RE LOOKING FOR

- Some experience running social media, preferably for a brand: your own page, a creator account, a college society or a client's. Show us what you grew
- A strong aesthetic sense: you know what looks good on a feed, and why
- Organised: you plan ahead and keep to a schedule without reminders
- Confident reaching out to creators and making them feel welcome when they visit
- You read Instagram Insights and can tell why one reel took off and another did not
- Clear, short writing, in English
- A phone with a good camera, plus Canva and CapCut or similar
- Genuinely interested in food and plant-based eating
- Discreet. You will see customer messages. That stays inside the company

BONUS POINTS

- Experience working with influencers or creators
- Video editing skills (CapCut, Premiere Pro or similar)
- Experience on a shoot or at an event
- A portfolio or Instagram handle that shows your taste and range

> **You'll thrive here if** you are curious about what makes people stop scrolling, you enjoy being hands-on in the kitchen, and you want to help a small brand reach a lot more people. If that sounds like you, we would like to hear from you.

ADDRESS	Break of Dawn, Ground Floor, Jayshree House, Govandi Station Rd, Deonar, Govandi East, Mumbai 400088
HOURS	5 days a week, 12pm to 6pm
WORKING STYLE	On site preferred (hybrid for college students), hands-on, in a small team, working directly with the founder.

TO APPLY

Send your CV or a link to your public Instagram, and tell us about one reel from any brand that did unusually well and why you think it did.

All CVs and questions about this role go to:

aaryaman@bybreakofdawn.com