

**PROJECT BRIEF**

<b>Project Title</b>	Video Content & Channel Alignment Intern
<b>Function</b>	Brand and Marketing Communications
<b>Criticality of Project to the Trusts (Specify Details)</b>	This project is essential for strengthening Tata Trusts’ digital presence and ensuring our extensive video content is effectively leveraged. By optimising and organising the YouTube library and curating videos for key platforms, the intern will help improve content discoverability, enhance brand visibility, and extend the reach of our impact stories. This supports better audience engagement, consistent messaging, and more strategic use of existing assets—directly contributing to our communication and outreach goals.
<b>No. of interns required for the above project</b>	1
<b>Internship tenure (in months)</b>	3 months
<b>Internship period</b>	April – July 2026
<b>Specific requirements of the intern/ institute preference</b>	<ul style="list-style-type: none"> <li>• Basic familiarity with YouTube Studio, analytics, and social media formats</li> <li>• Simple video editing skills (CapCut, Adobe Express, iMovie)</li> <li>• Basic SEO understanding for titles and descriptions</li> <li>• Strong attention to detail, organisation, clear communication, and ability to work independently</li> </ul>
<b>Budget available for FY 25-26 for internships</b>	As per internship scheme
<b>Reporting Location: (Complete Address)</b>	Tata Trusts’ office, World Trade, Centre, Cuffe Parade, Mumbai 400005
<b>Background of the Project</b>	We are looking for an Intern to support in optimising Tata Trusts’ video content on YouTube and curating it for amplification across key digital platforms. The role focuses on ensuring our video library is well-structured, discoverable, and aligned with brand messaging, content strategy, and audience needs.
<b>Key Project Deliverables</b>	<p><b>Content Alignment &amp; Organisation</b></p> <ul style="list-style-type: none"> <li>• Audit existing video content for brand, messaging, and structural consistency</li> <li>• Organise videos into thematic playlists and content journeys</li> <li>• Update existing content with improved descriptions, CTAs, and links</li> <li>• Ensure consistency in titles, descriptions, thumbnails, and naming conventions</li> </ul> <p><b>Content Optimisation</b></p> <ul style="list-style-type: none"> <li>• Support in identification and adaptation of video content into short-form formats, clips, or excerpts across social media platforms</li> <li>• Assist in optimising captions, headlines, and descriptions for different social platforms</li> </ul>

	<ul style="list-style-type: none"> <li>• Ensure consistency in messaging and visual identity across video-led social media content</li> </ul> <p><b>Platform Support</b></p> <ul style="list-style-type: none"> <li>• Support management of the brand’s primary video platform (including YouTube)</li> <li>• Assist in analysing performance metrics and identifying improvement areas</li> <li>• Maintain content trackers and ensure publishing hygiene</li> </ul>
<p><b>Target colleges or Campus to be reached out to</b></p>	<p><b>Colleges with Media Courses –</b></p> <ul style="list-style-type: none"> <li>• Xavier Institute of Communications (XIC)</li> <li>• Sophia – Social Communications Media Department (SCM Sophia)</li> <li>• Whistling Woods International</li> <li>• St. Xavier’s College, Mumbai</li> <li>• Symbiosis Institute of Media &amp; Communication (SIMC), Pune</li> </ul>
<p><b>Qualification/Specialization required</b></p>	<p>Candidates pursuing or holding graduate or postgraduate qualifications in Mass Communication, Digital Marketing, Media Studies, or allied disciplines.</p>