

Current Opening

Catalyst Young Leaders Fellowship

(Social Media & Digital Marketing)

One-year Fellowship in IIT Mandi Catalyst, a Section 8 company

Location: IIT Mandi Campus

Last Date for Application: 31st August, 2025

IIT Mandi Catalyst is looking for an enthusiastic and resourceful individual to be part of our growth story. Catalyst offers a unique set of creativity, dynamism, and career growth opportunities.

About IIT Mandi Catalyst

IIT Mandi Catalyst (Catalyst) is a section 8 company promoted by IIT Mandi in 2016 as Himachal Pradesh's first Technology Business Incubator (TBI). Catalyst supports technology-based startups in a wide range of sectors that primarily include clean tech, health tech, agri tech, enterprise solutions, and consumer internet. Over the past seven years, Catalyst has supported 570+ startups and positioned itself as a low-cost, high-end destination for startups in the middle of a picturesque hill valley that is free from large city problems, including pollution and long commutes.

Catalyst Young Leaders Fellowship (CYLF)

We are looking for a dynamic and creative **Social Media & Digital Marketing Fellow** to join our team. The role involves creating engaging content, supporting video production, and assisting in digital marketing initiatives to enhance Catalyst's online presence. The ideal candidate is enthusiastic about digital communication, eager to learn, and capable of working in a fast-paced environment.

Key Responsibilities:

1. Content Creation & Copywriting

- Develop and curate communication materials, including website content, posters, brochures, newsletters, video stories, and social media updates.
- Craft engaging and impactful copy for multiple digital platforms.

2. Video Production Support

- Assist in planning, creating, and editing video content for campaigns and promotional activities.
- Collaborate with the team to bring creative ideas to life through multimedia storytelling.

3. Digital Marketing Support

- Research industry trends, competitor activities, and audience insights to suggest new ideas.
- Assist in executing digital campaigns across platforms to increase visibility and engagement.

4. Required Skills & Qualifications:

- Basic knowledge of social media platforms (Facebook, Instagram, LinkedIn, YouTube, X/Twitter).
- Familiarity with design tools such as **Canva, Photoshop, or similar applications**.
- Basic video editing skills (e.g., Adobe Premiere Pro or equivalent).
- Strong communication skills, creativity, and a willingness to learn and adapt.
- Candidates who have successfully completed graduation in any discipline may apply.

5. Program Duration:

Participants will engage in a 12-month program that delves into functional and cross-functional areas within the Catalyst ecosystem.

6. Compensation and Accommodation:

- Successful candidates will receive a monthly stipend of up to INR 20,000 during the year-long fellowship, based on merit and performance.
- The candidate(s) may get inducted as a full-time employee based on the candidate's performance, requirements, and suitability.

Application Link: <https://forms.gle/va5JxHULduvZYypm7>