

Job Description: Content Creation Intern

Turn complex engineering into content that entrepreneurs, founders and decision-makers want to read.

Company	Kabani Tech (www.kabanitech.com)
Role	Content Creation Intern
Department	Marketing & Brand
Location	Hybrid
Duration	2 Months
Start Date	1-11-2026
Eligibility	Current-year MBA students / MBA aspirants (Marketing and engineering background preferred)

ABOUT KABANI TECH

Kabani Tech is a product design and engineering company specialising in IoT, embedded systems, PCB design, MedTech and custom software. We partner with startups, MSMEs and R&D teams to take ideas from concept to prototype, pilot build and production-ready design, all under one roof. Our work sits at the intersection of hardware and software, and our team is built around speed, technical depth and ownership. Learn more at www.kabanitech.com.

ABOUT THE ROLE

Kabani Tech is looking for creative and articulate MBA students and aspirants to join us as Content Creation Interns. This internship offers hands-on exposure to B2B technology marketing, where the challenge is to make specialised topics such as IoT, embedded systems, PCB design and MedTech clear, credible and engaging.

You will work closely with the marketing lead and our engineering team to plan, produce and publish content across LinkedIn, Meta, the website and email, and to learn what actually drives audience engagement and enquiries.

ROLES & RESPONSIBILITIES

- **Content Creation:** Write and edit LinkedIn posts, blog articles, case-study summaries, newsletters and website copy aligned with Kabani Tech's brand voice.
- **Social Media Management:** Plan and maintain a content calendar for LinkedIn, YouTube and other relevant channels; schedule and publish posts consistently.
- **Visual & Video Content:** Create simple creatives, carousels and short-form video concepts using tools such as Canva; coordinate with the team for project visuals and demos.

- **Technical Storytelling:** Interview engineers and project leads to convert technical work into clear stories on products, prototypes and client outcomes.
- **SEO & Discovery:** Conduct keyword research and apply basic on-page SEO practices to improve visibility of our website and blog content.
- **Analytics & Reporting:** Track engagement metrics (reach, impressions, click-throughs, followers) and share monthly insights with recommendations for improvement.
- **Research:** Monitor industry trends, competitor content and audience interests in the hardware, IoT and product-engineering space to inform content ideas.
- **Quality Assurance:** Proofread and fact-check all content before publication to maintain accuracy and professional standards.

ELIGIBILITY CRITERIA

- Current-year MBA students or MBA aspirants (Marketing, Media, Communications or Digital Marketing preferred).
- Freshers are welcome; prior internship, blog, newsletter or personal-brand experience is an advantage.
- Ability to commit to the full internship duration.

KEY SKILLS & COMPETENCIES

- Excellent command of English, both written and verbal.
- Strong research, structuring and storytelling ability, with attention to detail.
- Working knowledge of social media platforms, particularly LinkedIn, and how content hooks and formats affect engagement.
- Basic understanding of SEO and content marketing principles.
- Proficiency in MS Office or Google Workspace; familiarity with Canva or similar design tools.
- Curiosity about technology and willingness to learn technical concepts quickly.
- Self-motivated, deadline-oriented and receptive to feedback.

GOOD TO HAVE

- A portfolio, blog, newsletter or active LinkedIn presence showcasing your writing.
- Experience with analytics tools such as Google Analytics, Search Console or LinkedIn Analytics.
- Basic video editing skills (CapCut, Premiere Pro or similar).
- Interest in AI-assisted content workflows.

WHAT YOU WILL GAIN

- Practical experience in B2B technology and content marketing within a product engineering company.
- Direct mentorship from the marketing lead and exposure to engineering and leadership teams.
- A published portfolio of real work under the Kabani Tech brand.
- Understanding of how content, analytics and lead generation connect.

- Internship Certificate and Letter of Recommendation on successful completion.

CAREER GROWTH

High-performing interns may be considered for a full-time role such as Content Marketing Executive or Marketing Associate, based on performance, ownership and business requirements.

HOW TO APPLY

<https://kabanitech.com/careers>