

# Design Intern

Part-time

Base location: 100% remote work

Duration: 1-6 months



Access • Inclusion • Impact

## About Oorja

Oorja ([www.oorjasolutions.org](http://www.oorjasolutions.org)) is an award-winning clean energy company based in New Delhi, tackling some of the most pressing challenges in the off-grid energy sector today: renewable energy expansion and energy poverty.

Oorja's focus is on powering beneficial appliances that help users to generate stable incomes, create jobs, and mitigate carbon emissions. Despite urgent need, around 90% of marginal farmers cannot afford to invest in solar technology for their farms. Oorja wants to close this gap. We install, operate and maintain decentralised solar energy systems for community use and sell irrigation, milling and refrigeration as affordable *services* on a pay-per-use basis to marginal farmers, without any upfront cost to them. We operate in rural areas of northern India where farmers are currently reliant on polluting and expensive diesel motors for their energy needs.

Our core strengths are our inclusive, customer-centred business model and a diverse and driven team with shared passion for sustainable development. We are determined to scale up access to essential services among marginalised communities. Some of our supporters and partners in this mission are:



## Role Background

Oorja is seeking a Design Intern to re-design Oorja's website (<https://www.oorjasolutions.org>) on Wordpress, to develop digital content (social media blurbs, brochures, etc.) for marketing and communications and a variety of other creative tasks as assigned. The Design Intern will also be assigned various social media updates and communications on our platforms @oorjasolutions. The ideal candidate is IT-savvy with good skills in graphical design, self-motivated and confident with a passion for communications.

## Responsibilities

- Website design and content upload onto Wordpress from Strikingly platform, where our current website is hosted. Make the website more visitor friendly, graphically appealing and easier to navigate
- Design and develop a 2-pager, brochure, storyboard for an animated explainer video, and other marketing materials for promoting the clean energy services we offer
- Design and production of written and graphic material for promotion of solar products and services, e.g. brochures, images, infographics, logos, etc.
- Social media marketing and driving of traffic to website
- Help enhance Oorja's existing branding and marketing materials and strategy

## Qualifications & Competencies

- High school leaver or recent graduate in Design, Communications, Marketing and Sales or equivalent
- Good graphic design and/or confident IT skills: knowledge of desktop publishing and graphic design software (desired)
- Self-motivated with strong attention to detail
- Fluent in English with excellent writing and proofing skills
- Creative flair: Adept at storytelling and visualisation

## Benefits

As the Design Intern, you will gain:

- Experience and responsibility at an award-winning company in the renewable energy and agritech industries, among of the fastest growing segments of the global economy
- A good understanding of the solar and rural development space, particularly the decentralised renewable energy industry
- Knowledge that you are positively contributing to environmental and social impact every day in your work

## Contact

Clementine Chambon, CTO & Co-Founder, Oorja Development Solutions Limited

## How to Apply

Please send your CV and samples of your design work (if available) to [careers@oorjasolutions.org](mailto:careers@oorjasolutions.org) with subject "**Design Intern – Your Name**". More information about Oorja can be found at [www.oorjasolutions.org](http://www.oorjasolutions.org).

## **Apply by**

31 August 2021

### **Equal Opportunities and Non-Discrimination Statement**

Oorja Development Solutions India Private Limited is an equal opportunity employer that values and respects the importance of a diverse and inclusive workforce. It is the policy of the company to recruit, hire, train and promote persons in all job titles without regard to religion, race, caste, gender, place of birth, sexual orientation, marital status or disability status. Oorja endeavours to provide a safe, diverse and comfortable workplace. Oorja will not adversely discriminate, and prohibits other adverse discrimination at the workplace, against any person on its premises, whether that person is in its employment or otherwise. Diversity is an ideal breeding ground for creativity, innovation and cooperation. If you can contribute to our organisation, you are welcome, regardless of your roots, religion, age or gender.