



Bharati College

University of Delhi



OPUS

Training and Placement Cell

Internship Opportunity



Profile

Marketing Research &
Development

Eligibility

- All Courses, All Years
- Bharati College Students

Mode

Work from Home

Incentives

Performance based

Selection Procedure

- Test Round
- Telephonic Interview

Duration

2 Months



Deadline: 26th May 2021,
12 noon



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Job Description

Roles and Responsibilities

- **Help the team plan and execute digital marketing campaigns, SEO, SMM**
- **Generating quality backlinks, checking the effectiveness of existing backlinks and removing or replacing bad, broken ones**
- **Manage marketing content as per the latest SEO guidelines**
- **Prepare Analytics reports from our website data to help us build a marketing funnel**
- **Analyze business trends in the market.**
- **Market research and collect data from primary or secondary means**
- **Updating and validating market research value**
- **Interpret research data, formulate reports and make recommendations**
- **Prepare research reports**

Job Description

Requirements

- **Strong communication and presentation skills**
- **Adequate knowledge of data collection methods through polls, focus groups, surveys etc**
- **Knowledge of internet search technique**
- **Willing to travel**
- **Working knowledge of excel, PowerPoint, Google Analytics, Google Ads, Keyword planner or other suitable digital marketing tools**
- **Knowledge of google SEO policies**
- **Content creation skills**

