



**Bharati College**  
University of Delhi  
**OPUS**



Training and Placement Cell

**SIRQNA**

# INTERNSHIP OPPORTUNITY

## PROFILES:

1. Content Writing
2. Corporate Social Responsibility
3. Customer Relations
4. Designing
5. Social Media Marketing
6. Research

## ELIGIBILITY

**Bharati College Students**  
**All Years, All Courses**

## DURATION

**4-6 Weeks**

## MODE

**Work From Home**

## INCENTIVES

**Certificate of Internship**  
**LOR (Performance Based)**  
**PPO (Performance Based)**

## SELECTION

**2 Telephonic Interview**

## PROCEDURE

**Group Discussion**  
**Written Test**



*Register by 5th October*  
*2021, 12 PM*



**OPUS Training and Placement Cell**



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# JOB DESCRIPTION

## CONTENT WRITING

### Requirements

- An eye for creativity.
- Proficiency in writing, proofreading, and editing.
- Comfortable working with timelines and a goal-based approach.
- Staying up-to-date with current developments.
- Attention to detail and diligence in work.
- Familiarity with social media.
- Creative thinker with the ability to transform technical information and processes into compelling stories.



### Responsibilities

- Write creative, unique and relevant content for social media, white papers, promotional material, articles, websites, blogs, and other emerging formats.
- Research and gather useful information and present the content in the most engaging manner.
- Write relevant content in the style and tone required with understanding of English grammar.
- Develop social media content calendar and strategy.
- Elementary proficiency in graphic designing/Canva.
- Ensure while working - Compliance with the law (e.g. copyright and data protection).
- Report directly to Head of content & communication strategy.

# JOB DESCRIPTION

## CORPORATE SOCIAL RESPONSIBILITY

### Requirements

- Good in research and preparing case studies.
- Excellent organizational skills including the ability to multitask and prioritize own work, with good attention to detail.
- Understanding of statistical analysis using SPSS, R or any similar software.



### Responsibilities

- Identify potential social sector departments, CSR wings and community organizations commensurate to our cause and develop a database.
- Compile a database of international donor organizations (international foundations, bilateral and multilateral agencies, and private corporations offering donations).
- Assist the lead team in writing project proposals and grant applications through online data mining and research.
- Support the promotion activities of our fundraising campaign on Ketto and keep a daily update.
- Tracking of EOIs / RFPs / Grants from print media and different online websites
- Assist in developing communication materials for the social division of Sirona.

# JOB DESCRIPTION

## CUSTOMER RELATIONS

### Requirements

- Excellent interpersonal communication skill
- Maintain a positive attitude focused on customer satisfaction
- Take the extra mile to engage customers
- Proficient in all Microsoft applications



### Responsibilities

- Assist with day to day operations. Identify customer needs and help them achieve satisfaction.
- Handle customer complaints, provide appropriate solutions within the deadlines; follow up to ensure resolution.
- Provide clerical and administrative support to Human Resources.
- Process documentation and prepare reports relating to personnel activities (staffing, recruitment, training, performance evaluations, etc)
- Manage large amounts of incoming calls including generate sales leads.
- Build sustainable relationships and trust with customer accounts through open and interactive communication.
- Meet personal/customer service team sales targets and call handling quotas.
- Keep records of customer interactions, process customer accounts and file documents including Data mining, organizing, and uploading.
- Follow communication procedures, guidelines, and policies.

# JOB DESCRIPTION

## DESIGNING



### Requirements

- Well versed in today's design practice.
- Have a strong passion for design domain.
- Well versed in different print and digital tools/ resources for designing ads.
- Ability to perform under pressure and deliver high-quality work to tight deadlines

### Responsibilities

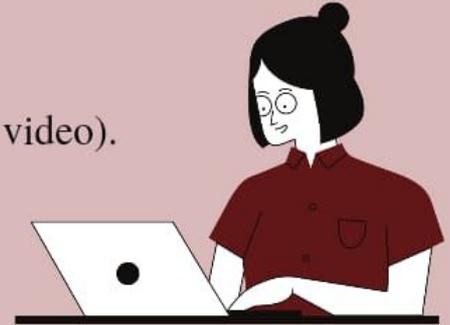
- Should be able to visualize & conceptualize ideas based on briefs & translate into creative designs.
- Study design briefs and determine requirements.
- Schedule projects and define budget constraints.
- Conceptualize visuals based on requirements, prepare rough drafts and present ideas.
- Develop illustrations, logos, and other designs using software or by hand.
- Use the appropriate colors and layouts for each graphic and test graphics across various media.
- Work with copywriters and creative director to produce the final design
- Ensure final graphics and layouts are visually appealing and on-brand and amend designs after feedback.
- Assist with design collateral updates and version and research about new trend designs
- To create product designs for sale in retail markets as well as in the online market place like Amazon.
- To be able to use raw photos to create an enhanced brand listing on the e-comm channels and optimize photos to fit.

# JOB DESCRIPTION

## SOCIAL MEDIA MARKETING

### Requirements

- Familiarity with online paid advertising.
- Ability to deliver creative web content (text, image, and video).
- Excellent communication skills.
- Strong listening, questioning, and networking skills.



### Responsibilities

- Write, edit and publish engaging posts for various social networks, including Facebook, Twitter, and Instagram and update our social media pages with compelling company news.
- Optimize social media posts (language, tone, message) based on our target audience's behaviors including appealing images and videos to complement the text.
- Coordinate with internal teams to create advertising posts (e.g. for events, open roles, and product releases).
- Track and report on social media insights (traffic, engagement, shares, conversion rates).
- Apply advertising techniques to boost brand awareness, like promotions and competitions.
- Respond to questions and comments on our social media pages in a timely and accurate manner.
- Network with clients and industry professionals and reaching for brand collaboration with influencers/bloggers.

# JOB DESCRIPTION

## RESEARCH

### Requirements

- Must have an eye for detail and a strong analytical mind.
- Proficient in any statistical analysis software.
- An interest in psychology and behavior.
- Good organizational skills.
- Exceptional Communication skills - Written & Verbal.



### Responsibilities

- Collect data on consumers, competitors and market place and consolidate information into actionable items, reports, and presentations.
- Understand business objectives and design surveys to discover prospective customers' preferences.
- Compile and analyze statistical data using modern and traditional methods to collect it; perform a valid and reliable market research SWOT analysis.
- Interpret data, formulate reports and make recommendations; use online market research and catalogue findings to databases
- Provide competitive analysis on various companies' market offerings, identify market trends, pricing/business models, sales and methods of operation.
- Evaluate program methodology and key data to ensure that data on the releases are accurate and the angle of the release is correct.
- Remain fully informed on market trends, other parties researches and implement best practices.