



Bharati College

University of Delhi

OPUS

Training and Placement Cell



INTERNSHIP OPPORTUNITY



PROFILES

1. **Content Writing**
2. **Graphic Designer**
3. **Social Media Manager**
4. **Search Engine Optimizer**
5. **Digital Marketer**
6. **Canva Post Designer**
7. **Business Development Officer (BDO) / Sales**
8. **Market Researcher**
9. **Human Resources**
10. **Short Video Artist**
11. **Campus Ambassador**

ELIGIBILITY

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

DURATION

2-3 Months

MODE OF WORK

Work From Home

INCENTIVES

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

SELECTION PROCEDURE

- **CV Shortlisting**
- **Personal Interview**

**Register by 4th October 2021,
12 PM**



JOB DESCRIPTION

CONTENT WRITING

Responsibilities:

- Research industry-related topics (combining online sources, interviews and studies).
- Write clear marketing copy to promote our products/services.
- Proofread and edit blog posts before publication.
- Submit work to editors for input and approval.
- Coordinate with marketing and design teams to illustrate articles
- Conduct simple keyword research and use SEO guidelines to increase web traffic.
- Identify customers' needs and gaps in our content and recommend new topics.
- Ensure all-around consistency (style, fonts, images and tone).
- Update website content as needed.



JOB DESCRIPTION

GRAPHIC DESIGNER

Requirements:

- Basic knowledge of layouts, typography, line composition, colour, and other graphic design fundamentals.
- Experience with InDesign, Adobe Photoshop, and Illustrator.
- Strong creative and analytical skills.
- Compelling portfolio of graphic design work.

Responsibilities:

- Create and design print and digital materials.
- Adhere to brand guidelines and complete projects according to deadline.
- Retouch and manipulate images.
- Use graphic design software and work with a wide variety of media.
- Collaborate with the Creative Director and Graphic Design Manager to develop design concepts.
- Receive feedback from the Creative Director and Graphic Design Manager and make necessary changes.



JOB DESCRIPTION

SOCIAL MEDIA MANAGER

Responsibilities:

- Develop creative and engaging social media strategies.
- Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, Pinterest, Instagram, and YouTube, adapting content to suit different channels.
- Develop, launch and manage new competitions and campaigns that promote our organisation and brand.
- Form key relationships with influencers across the social media platforms.
- Undertake audience research.
- Manage and facilitate social media communities by responding to social media posts and developing discussions.
- Monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook insights.
- Manage, motivate and coach junior staff such as social media executives or assistants.
- Educate other staff on the use of social media and promote its use within your company (in-house roles).



JOB DESCRIPTION

SEARCH ENGINE OPTIMIZER

Responsibilities:

- Develop optimization strategies that increase the company's search engine results rankings.
- Research SEO keywords to use throughout the company's website and marketing materials.
- Monitor daily performance metrics to understand SEO strategy performance.
- Identify trends and insights and optimize spend and performance based on the insights.
- Plans, executes, and measures experiments and conversion tests.
- Collaborate with internal teams to optimize user experience.



JOB DESCRIPTION

DIGITAL MARKETER

Responsibilities:

- Self-motivated and customer-focused individual.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
- Must have knowledge about SEO plugins.



JOB DESCRIPTION

CANVA POST DESIGNER

Responsibilities:

- Develop attractive posters.
- Develop attractive posts for social media.
- Research about company's services to design posts.



JOB DESCRIPTION

BUSINESS DEVELOPMENT OFFICER

Responsibilities:

- Prospecting potential customers: by phone, by email, etc.
- Selling products or services to those clients.
- Managing a client's portfolio.
- Managing sales process.
- Identifying new development channels.
- Follow-up of sales.
- Promoting the company and its product/service.



JOB DESCRIPTION

HUMAN RESOURCE (HR)

Responsibilities:

- Update our internal databases with new employee information, including contact details and employment forms.
- Screen resumes and application forms.
- Schedule and confirm interviews with candidates.
- Post, update and remove job ads from job boards, careers pages and social networks.
- Address employee queries about benefits (like number of remaining vacation days).
- Participate in organizing company events and careers days.



JOB DESCRIPTION

SHORT VIDEO ARTIST

Responsibilities:

- Operate computer editing systems and equipment used for video media and effects.
- Creating Instagram Reels and YouTube shorts.
- Establish a clear understanding of the storyline and purpose of the video's creation.
- Improve video and sound quality using various video software.
- Edit video to include preselected music, interviews, sound clips and other important aspects of the project.



JOB DESCRIPTION

MARKET RESEARCHER

Requirements:

- Pursuing degree in business administration, marketing and related field.
- Ability to interpret large amounts of data and to multi-task.
- Strong communication and presentation skills.
- Excellent knowledge of statistical packages (SPSS, SAS or similar), databases and MS Office.
- Adequate knowledge of data collection methods (polls, focus groups, surveys etc).
- Working knowledge of data warehousing, modelling and mining.
- Strong analytical and critical thinking.



JOB DESCRIPTION

MARKET RESEARCHER

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 analyse statistical data using modern and traditional methods to collect it.
- Perform valid and reliable market research SWOT analysis and 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.
- Remain fully informed on market trends, other parties researches and implement best practices.



JOB DESCRIPTION

CAMPUS AMBASSADOR

Responsibilities:

- Extensively promoting YTech Raj & its updates on your campus via online platforms (social media like Facebook, Twitter, WhatsApp) and circulating the latest happenings in your network.
- Helping us connect with important student clubs and societies within your college (e.g., the head of major student groups on your campus).
- Collaborating and coordinating with other colleagues of the program.
- Participating in all the interactive sessions and timely submission of the weekly tasks.

