



**Bharati College**  
(University of Delhi)



**OPUS**  
TRAINING & PLACEMENT CELL

## Placement Opportunity

- Profiles:*
- **Marketing**
  - **Graphic Designer**
  - **Social Media**
  - **Business Development**
- Eligibility:* **Final year students across all courses**
- Package:* **Negotiable (based on the interview)**
- Joining Date:* **Immediately**
- Selection Procedure:*
- **CV Shortlisting**
  - **Personal Interview**
- Registration Link:* <https://linktr.ee/opustpc>
- Last Date for Application:* **1<sup>st</sup> March 2024, 3:00 pm**

# Job Description

<u>MARKETING</u>	<u>GRAPHICS</u>	<u>SOCIAL MEDIA</u>	<u>Business Development</u>
<ul style="list-style-type: none"><li>• Organization and time management</li><li>• Written and verbal communication</li><li>• Creativity</li><li>• Customer awareness</li><li>• Brand identity</li><li>• Competitor analysis</li><li>• Product management</li><li>• Marketing strategy</li></ul>	<ul style="list-style-type: none"><li>• Creating digital and print designs as per client requirements.</li><li>• Collaborating with the marketing team to develop branding strategies.</li><li>• Updating designs in response to input.</li><li>• Keeping abreast of contemporary design Familiarity with design software and technologies (such as InDesign, Illustrator, Dreamweaver, Photoshop)</li><li>• A keen eye for aesthetics and details</li><li>• Excellent communication skills</li><li>• Ability to work methodically and meet deadlines</li><li>• Techniques and tools.</li></ul>	<ul style="list-style-type: none"><li>• Building and executing social media strategies that align with business goals.</li><li>• Generating, editing, publishing, and sharing engaging content daily on various platforms.</li><li>• Optimizing company pages and profiles on social networks.</li><li>• Moderating user-generated content and responding to comments from followers or customers.</li></ul>	<ul style="list-style-type: none"><li>• Using networks and online research, identify and qualify new sales leads.</li><li>• Follow up on any sales leads, clearly providing pertinent facts.</li><li>• Use telephone, email, and internet contact to build and maintain strong connections with new and existing partners.</li><li>• Become a product expert and be able to effectively present the company's items to current and new customers.</li></ul>