

JOB DESCRIPTION			
I. Internship Details			
Job Title	Intern – Digital Marketing		
Function	Marketing	Location	Noida
Direct Reporting to:	General Manager – Marketing	Matrix Reporting to:	Business Team
<p>Brief Introduction: Vision India is a Business Conglomerate having three business verticals - Staffing, Skilling & Advisory Services. With 32000 Associate base and 150 Indian, MNC and Government of India, State(s) entities proudly listed in our clientele, we offer an assurance of proven credentials in the Staffing domain with a range of Organizations in India, South East Asia and Middle East.</p> <p>It has been growing top line consistently over the last many years. It stands proudly at Rs. 170 Crore of Revenue for the year 2021-22. Recording growths close to 50% YoY over the last couple of years. Its poised for much sharper top line growth in the ensuing years on the back of huge projects commissioned in 2022-23 as well as strong fundamentals on staffing side.</p>			
II. PURPOSE			
<p>The role holder will be responsible to learn & contribute in Brand building, using various digital platform as well as product design.</p> <p>The role incumbent would be deft in a start-up like environment and brings to fore, a strong challenger mind-set with proven abilities to influence peers across the eco-system and deliver a higher quality quantity mix for Training & Development.</p>			
III. KEY RESPONSIBILITIES			
<ul style="list-style-type: none">✓ Innovate and present new marketing platforms and strategies.✓ Manage email and social media marketing campaigns on Facebook, Instagram, LinkedIn, YouTube and Google.✓ Develop and manage projects, adhering closely to deadlines and to budget, developing and revising ideas, and implementing projects.✓ Keep abreast of new social media sites, web technologies, and digital marketing trends; implement these new technologies in developing campaigns and update current campaigns to include new information.			
V. QUALIFICATIONS, CERTIFICATIONS AND EXPERIENCE			
Minimum Qualifications	Pursuing BBA / MBA in Marketing		
VI. KEY INTERACTIONS			
Key Internal Contacts	Nature or purpose of interaction		
• Business / Function Heads	Understand Brand building requirements & calibrate in the dynamic eco system.		
• Corporate IT Software Team	Automation / Digital initiatives		
• Marketing	Employer Branding		
• Accounts	Costs & MIS		

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