

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"> ✓ Develop and implement Search Engine Optimization strategies ✓ Innovate and present new marketing platforms and strategies. ✓ Develop engaging online content including clickbait, forums, videos, graphics, and blogs; monitor and analyze content success. ✓ Manage email and social media marketing campaigns. ✓ Use Google Analytics, Google AdWords, and other relevant sites. ✓ Drive traffic to company pages ✓ 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		

To know more about **Vision India Services**, visit us

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