

RAMANUJAN COLLEGE
Accredited Grade 'A++ (3.71)' by NAAC
(University of Delhi)
C.R. Park Main Road, Block H,
Kalkaji, New Delhi-110 019
ISO 9001:2008 Certified Organisation



रामानुजन महाविद्यालय
नैक द्वारा मान्यता प्राप्त ग्रेड ए++ (३.७१)
(दिल्ली विश्वविद्यालय)
सी आर पार्क, मुख्य सड़क, ब्लॉक एच,
कालकाजी, नई दिल्ली- ११००१९
आई एस ओ ९००१:२००८ प्रमाणित संगठन

NOTICE
PLACEMENT & CAREER DEVELOPMENT CELL
Nilank Technologies
Internship Notice

Date- 4th November 2023

Notice No: 231110

About the Company

At Nilank Technologies, we are committed to identifying and nurturing exceptional talent, and we believe that your college has a pool of bright and motivated individuals who can make a significant impact in various roles within our organization.

Website: <https://nilanktechnologies.com/>

Profile:

1. Business Development Executive
2. SEO Executive
3. Social Media Marketer

Eligibility: All Courses | All Years for all the profiles

Stipend:

1. Business Development Executive: INR 10K-12K
2. SEO Executive: INR 8K-12K
3. Social Media Marketer: INR 8K-12K

Job Location: Sector 63, Noida

Roles and responsibilities:

1. Business Development Executive
 - Build contacts with potential clients to create new business opportunities.
 - Keep prospective client database updated.
 - Support in writing new business proposals
 - Maintain knowledge of all product and service offerings of the company.

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- Arrange meetings for senior management with prospective clients.
- Follow company guidelines and procedures for acquisition of customers, etc.
- Have a proven track record of selling services to small and medium businesses

2. SEO Executive

- Assist in keyword research to identify relevant and high-ranking keywords for our target audience.
- Help optimize website content, including meta tags, headings, and image optimization, to improve search engine rankings.
- Collaborate with content creators to develop SEO-friendly content, incorporating target keywords.
- Support in the identification and outreach to potential link-building opportunities to enhance website authority.
- Conduct competitive analysis to identify SEO opportunities and trends within our industry.
- Follow company guidelines and procedures for acquisition of customers, etc.
- Participate in website SEO audits to identify and rectify issues affecting search rankings and user experience.
- Assist in creating and maintaining SEO performance reports using tools like Google Analytics and SEO software.

3. Social Media Marketer

- Campaign Strategy- To provide strategic social media campaigns for clients (all aspects including creating, tracking, technical setup, blogger outreach, seeding, structure, delivery and results analysis)
- To define innovative social media strategies for high profile brands with a strong focus on ROI.
- To run competitions of varying size from massive yearly multi-channel competitions to simple giveaways via web 2.0 properties.
- To ensure social search is fully integrated to the overall digital marketing campaign.
- To focus campaign work around agreed client objectives and monitor results through agreed KPIs Client Focus.
- To provide reputation and brand crisis management.
- To aid the Head of social media with pitch documentation and presentation.
- To provide new clients with a full social media audit specific to their industry.
- To act as a point of contact for social media queries for clients and staff.
- To act as a representative of the social media team in client meetings, providing valuable direction Technical & Analytical.

Skills and Competencies required:

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1. Business Development Executive
 - Min Experience required- 0 – 1 Year (Candidate should be from IT Sales/ Digital Marketing background).
 - B.Tech background would be a plus.
 - Excellent written and verbal communication.
 - Must have good negotiation skills.
 - Must have excellent interpersonal skills.
 - Must possess strong customer service, client relationship management skills.
2. SEO Executive
 - Min Experience required- 0 – 1 Year.
 - Excellent written and verbal communication.
 - Familiarity with SEO tools such as Google Analytics, Google Search Console, and keyword research tools is an advantage.
 - Analytical mindset and the ability to work with data to draw insights.
3. Social Media Marketer
 - Min Experience required- Fresher.
 - Must possess strong customer service, client relationship management skills.
 - Excellent written and verbal communication.
 - Proficient user of Google Analytics plus other social media metrics platforms/tools.
 - Must have excellent interpersonal skills.
 - Must be detail oriented and an active listener.

Note: Intern to eventually turn into full time employees.

Apply at: <https://forms.gle/dJfBjW5v4G7RFd9P8>

Last Date to Register: 6th November 2023

In case of any queries, please contact [Manas](#) (Placement Co-Ordinator).

Note: If you are applying for this Placement/Internship Drive, then it is compulsory for you to attend the interview session, if not then you will be **BLACKLISTED**, and won't be able to appear for any further Placement Drives. We at Placement and Career Development Cell work hard to invite companies at the campus to recruit students, but with this behaviour, companies deny to connect with us in further drives.

If your issue is genuine, mail us at placement@ramanujan.du.ac.in explaining why you didn't attend the session.

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If your reason would be genuine your name will be withdrawn from the BLACKLIST.