

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
Dhanguard
Placement Notice

Date- 9th August 2023

Notice No: 230811

About the Company

Dhanguard is a leading consultancy company with offices in Dubai and India. We are known for our commitment to excellence and fostering growth opportunities for young professionals. Founded during the pandemic, we've seen how it affected businesses in general and learned how to better equip businesses at all times. In the time of need, we have grown to be UAE's leading professional financial advisory firm helping businesses achieve profits.

Website: www.dhanguard.com

Profile:

1. HR Recruiter
2. Content Writer
3. Business Development Associate

Eligibility: All Courses | 2024 batch & Pass-outs

CTC: 3 – 4.2 LPA.

Job Location: Noida

Roles and responsibilities:

1. HR Recruiter

- Utilize various sourcing channels, including job boards, social media, referrals, and professional networks, to identify potential candidates.
- Screen resumes and applications, conduct initial interviews, and assess candidates' qualifications and cultural fit.
- Coordinate and schedule interviews with hiring managers and facilitate the interview process.

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- Maintain accurate and up-to-date candidate records in our applicant tracking system (ATS).
- Extend job offers and negotiate compensation packages in line with company guidelines.
- Provide a positive and professional candidate experience throughout the recruitment process.
- Promote the company's employment brand and values as an employer of choice.
- Stay updated with industry trends and best practices to continuously improve the recruitment process.
- Collaborate with the HR team to ensure smooth on boarding for newly hired employees.

2. Content Writer

- Create high-quality, original, and engaging content for different mediums, including articles, blog posts, social media updates, website content, and marketing materials.
- Conduct thorough research on industry-related topics to generate ideas and gather relevant information.
- Develop a deep understanding of our target audience to tailor content accordingly.
- Collaborate with other team members, including designers and marketers, to ensure content meets the brand's guidelines and objectives.
- Optimize content for search engines using appropriate keywords and SEO strategies.
- Edit and proofread content to ensure accuracy, clarity, and consistency.
- Stay updated on industry trends and incorporate them into content creation.
- Assist in brainstorming and developing content strategies to support marketing initiatives.
- Maintain consistent communication with team members and meet deadlines.

3. Business Development Associate

- Conduct research to identify potential B2B clients and target industries.
- Generate leads through various channels, including online research, cold calling, emails, and networking.
- Develop and maintain a database of qualified leads and prospects.
- Nurture leads through regular follow-ups and engaging communications to convert them into potential customers.
- Collaborate with the sales and marketing teams to create and implement effective B2B marketing strategies.
- Participate in client meetings and presentations to understand their needs and offer suitable solutions.
- Prepare and deliver compelling sales pitches and proposals to prospects.
- Keep abreast of industry trends, competitor activities, and market opportunities.
- Continuously monitor and analyze the effectiveness of B2B marketing efforts, suggesting improvements where needed.
- Achieve individual and team sales targets and contribute to the company's overall growth.

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Skills and Competencies required:

1. HR Recruiter

- Strong sourcing and candidate attraction capabilities.
- Exceptional interviewing and assessment skills.
- Effective communication and relationship-building abilities.
- Proactive and innovative approach to recruiting.
- Detail-oriented with a focus on delivering quality results.
- Ability to handle multiple tasks and prioritise effectively.

2. Content Writer

- Writing skills, including clarity, grammar, and originality,
- Research skills, including finding credible sources and making arguments,
- SEO or search engine optimization skills, including using keywords and optimizing web content,
- Content marketing skills, including creating engaging and relevant content for the target audience,
- Editing skills, including proofreading and revising content.
- Marketing skills, including using social media and digital platforms to promote content.
- Adaptability, including being able to write for different formats, styles, and purposes.

3. Business Development Associate

- Proactive and tenacious approach to lead generation and business development.
- Strong negotiation and persuasion abilities.
- Exceptional written and verbal communication skills.
- Ability to work independently and as part of a collaborative team.
- Analytical mindset with the ability to gather and interpret market data.
- Positive and professional attitude, with a customer-centric focus.
- Result-oriented and driven to achieve sales goals.

Apply at: <https://forms.gle/kzbx16PQwMiCrn1q6>

Also apply at: <https://b24-b19m5f.bitrix24.site/Dhanhiring/>

Last Date to Register: 11th August 2023

In case of any queries, please contact [Aarush](#) (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

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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.

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