

**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**  
**Planify Capital Ltd**  
**Placement Notice**

**Date- 15th September 2023**

**Notice No: 230907**

**About the Company**

Planify Capital Ltd. is a fintech company that aims to build India's biggest private equity marketplace. It helps startups and entrepreneurs fundraise by providing seed funding, start-up funding, and growth funding through accredited investors.

**Website:** <https://www.planify.in/>

**Profile:**

1. Social Media Associate
2. Associate PR/Branding

**Eligibility:** All courses | Batch 2024

**CTC:** 4 LPA

**Job Location:** Gurgaon Sector-18

**Roles and responsibilities:**

1. Social Media Associate
  - Work with clients to create a social media strategy that collaborates with marketing
  - Research top influencers, competitors, and trends in clients' industries
  - Create timely and engaging content optimized for platform used and intended audience
  - Analyze and report social media actions on a monthly basis for successes and new opportunities
  - Create engaging and professional visuals that reflect client and their brand

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### 2. Associate PR/ Branding

- Building Reputation and maintaining a positive reputation for a brand or individual by managing communication with the public.
- Strategies are often used to create awareness about a brand, its products, or services.
- It plays a critical role in managing and mitigating crises.
- Creating media relations to cultivate positive relationships with the media.
- Creating compelling content that aligns with a brand's messaging and values.

### Skills and Competencies required:

1. Social Media Associate
  - Strong interpersonal and business communication skills.
  - Proficiency in English.
  - Creative thinking for innovative social media ideas.
  - Self-motivation and self-discipline.
  - Efficiency and project management.
2. Associate PR/ Branding
  - Excellent communication skills both orally and in writing.
  - Excellent interpersonal skills.
  - Presentation skills.
  - The ability to prioritise and plan effectively.
  - Digital media skills, such as graphic design, video editing and blog administration.
  - Social media management experience.

Apply at: <https://forms.gle/cbYd8m7UrzPRn4Q99>

Last Date to Register: 17th September 2023

In case of any queries, please contact [Roopal](#) (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](mailto: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.