

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
SKROLLED
Placement Notice

Date- 4th July 2023

Notice No: 230704

About the Company

SKROLLED is a 360° creative digital media organization that helps brands reach out to their desired target audience like never before. Our agency unifies Digital Marketing, Performance Marketing, Influencer Marketing, and IT services.

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

Profile:

1. Marketing Team Executive.
2. Client-Servicing Executive.
3. Creative Copywriter.
4. Head of Graphic designer.

Eligibility: All Courses | 2024 Batch.

CTC: 3.6L - 4L

Job Location: Saket, New Delhi.

Roles and responsibilities:

1. Marketing Team Executive.
 - Experienced in managing client communication through oral and written means.
 - Plans and drives all product promotions strategies of the company.
 - Develops and grows a team that fosters innovation and creativity.
 - Works collaboratively across departments to ensure the implementation of integrated strategies.
 - Provides leadership for the team to come up with new marketing strategies.
 - Collaborate with people managers to identify and evaluate vendors for projects
 - Should be able to develop creative concepts and briefs to meet clients' expectations

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- Provides support in the execution of effective lead generation programs via new businesses and customer-focused field-marketing events, trade shows, PR, webcasts, and online advertising.
2. Client-Servicing Executive.
 - Evaluate client requirements such as budget, timeline, delivery format and provide input during the proposal creation process.
 - Client Relationship Management i.e., develop a positive working relationship with clients and internal stakeholders.
 - Building a strong agency network through relationship management.
 - Collaborate with people managers to identify and evaluate vendors for projects.
 - Should be able to develop creative concepts and briefs to meet clients' expectations.
 3. Creative Copywriter.
 - Write copy for a variety of media including social, print, video, and online.
 - Edit and proofread work to ensure high editorial standards are met across all content outputs.
 - Collaborate with creative, product, marketing, and legal to assess project needs and help with messaging.
 - Drive brand consistency across all company communications.
 - Have exceptional storytelling skills via words.
 4. Head of Graphic designer.
 - Planning concepts by studying relevant information and materials.
 - Illustrating concepts by designing examples of art arrangement, size, type size and style and submitting them for approval.
 - Preparing finished art by operating necessary equipment and software.
 - Coordinating with outside agencies, art services, web designer, marketing, printers, and colleagues as necessary.
 - Contributing to team efforts by accomplishing tasks as needed.
 - Communicating with clients about layout and design.
 - Creating a wide range of graphics and layouts for product illustrations, company logos, and websites with software such as photoshop.
 - Reviewing final layouts and suggesting improvements when necessary.

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Skills and Competencies required:

1. Marketing Team Executive.

- Relevant experience in the Marketing and Communications field preferably with an agency.
- Possess the confidence to give presentations to audiences of any size.
- Broad knowledge of marketing campaign management including digital, collateral and reporting.
- Experience in handling a team is a plus.
- Self-starter with a positive outlook.
- Analytical and inquisitive, with excellent attention to detail highly organised, with strong time management and planning skills.
- innovative and creative, with a concise, precise, and effective approach to problem-solving.

2. Client-Servicing Executive.

- Relevant experience in the Creative Marketing and Communications field preferably with an agency.
- Proven track record in customer service, effective marketing strategies and employee management.
- Strong creative thinking skills and ability to think conceptually.
- Ability to work well in a high performance, highly collaborative, and fast-paced startup environment.
- Good leadership and people skills.
- Proven ability to demonstrate brand voice.

3. Creative Copywriter.

- Knowledge of online content strategy and creation.
- Excellent writing, editing and proofreading skills.
- Experience with SEO.
- Strong research skills.
- Creativity.
- Collaborative spirit.
- Self-starter with a positive outlook.
- Analytical and inquisitive, with excellent attention to detail.
- Highly organised, with strong time management and planning skills.
- Innovative and creative, with a concise, precise, and effective approach to problem-solving.

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4. Head of Graphic designer.

- Demonstrable graphic design skills with a strong portfolio.
- Proficiency with required desktop publishing tools, including Photoshop, InDesign Quark, and Illustrator.
- A strong eye for visual composition.
- Effective time management skills and the ability to meet deadlines.
- Able to give and receive constructive criticism.
- Understanding of marketing, production, website design, corporate identity, product packaging, advertisements, and multimedia design.
- Experience with computer-aided design.

Apply at: <https://bit.ly/3PHyqbk>

Also apply at: <https://forms.gle/4TtHxWnm5oyNaAoh6>

Last Date to Register: 6th July 2023

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.

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