



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
**GRADE "A" INSTITUTE**  
Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGSIP University  
Recognized Under Sec. 2(f) of UGC Act 1956  
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**Ref. No: TIAS/TP/Campus/Notice/2023-24/153**

**Date: 30.01.2024**

Dear All,

Please find an option for consideration. Interested candidates are required to register on the link latest by 31/01/2024.

**Link to Apply:- <https://forms.gle/6Qu34RLaPzsyfN228>**

**Company Name:** EDUKCON EdTech

**Eligibility:** BBA/MBA-2025 Passing Year

**[EDUKCON EdTech ]** is a dynamic and innovative education technology Platform dedicated to revolutionising the way individuals learn and acquire skills. Our cutting-edge solutions empower learners and educators alike, fostering a culture of continuous improvement and knowledge advancement.

We are looking for passionate and results-driven Interns to join our Education/EdTech team. As an Intern, you will play a vital role in our Team and This internship offers a unique opportunity to gain hands-on experience in the education technology industry while contributing to the growth and success of our business. The internship also offers the opportunity to get absorbed as a full-time employee based on successful delivery during the internship period.

Responsibilities for Marketing and sales intern:

- Assist the team in lead generation, prospecting, and identifying potential clients within the education sector.
- Conduct research on educational institutions and organisations to understand their needs and pain points related to learning management and e-learning solutions.
- Product Presentation and Demonstration.
- Collaborate with the sales team to prepare and deliver compelling product presentations and demonstrations to potential clients.

- Showcase the features and benefits, address the specific needs of educational institutions.
- Lead Nurturing and Follow-Up.
- Support the team in nurturing leads and maintaining regular communication with prospects.
- Follow up on inquiries, emails, and calls to keep potential clients engaged throughout the sales process.
- Assist in creating sales collateral, including brochures, presentations, case studies, and product documentation.
- Sales Pipeline Management.
- Help maintain and update the sales pipeline and CRM system with accurate and relevant information.
- Track progress of leads, prospects, and opportunities to assist the sales team in meeting sales targets.
- Market Research:
- Stay updated on industry trends, competitor activities, and developments in the education technology and e-learning space.
- Share insights and observations with the sales team to support strategic decision-making.
- Customer Relationship Management:
- Collaborate with the sales team to build and maintain strong relationships with clients and prospects.
- Gather feedback from customers to understand their satisfaction levels and areas for improvement.

#### **Job Role For HR Students**

- Assist in the recruitment process by posting job openings, screening resumes, and scheduling interviews.
- Coordinate the onboarding process for new hires, ensuring they have the necessary resources and information
- Collaborate with other departments to address HR-related needs and support the overall company goals.

#### **Job role for Business Analytics Students:**

- Involves studying business processes, systems, and models to identify areas for improvement and providing recommendations for optimisation.
- Analyses social media data to understand customer sentiment, track trends, and optimize social media strategies.
- Analyses customer data to improve customer satisfaction, retention, and overall experience
- Forecast financial trends, track key performance indicators, and assist in budgeting processes

#### **Job role for finance students**

- Monitor and analyse revenue streams, pricing structures, and subscription models
- Collaborate with sales and marketing teams to optimize revenue generation strategies.
- Provide financial models and analyses to support the company's growth initiatives.
- Job role for operation students

- Manage and analyze data related to operational processes.
- Identify areas for operational efficiency and process improvements
- Implement changes to enhance overall effectiveness

**Requirements:**

- Pursuing Bachelor's or master's degree in marketing, HR, Operation, Business Analytics, Finance or related fields..
- Strong interpersonal and communication skills, both verbal and written.
- Knowledge of Learning Management Systems or e-learning platforms is an advantage.
- Proficiency in Microsoft Office Suite (Excel, PowerPoint, Word) and familiarity with CRM tools.

**Duration and Compensation:**

- This is a 30 to 120 days internship position.
- The internship may be paid or unpaid, depending on the candidate's performance.
- Paid internship Amount - INR 14000

All the best

Thanks & Regards,



Dr. Nivedita  
Head - Training and Placement Cell