



TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

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Ref. No: TIAS/TP/Campus/Notice/2023-24/203

Date: 13.02.2024

Dear All,

Please find an option for consideration. Interested candidates are required to register on the link latest by 14/02/2024.

Link to Apply:- <https://forms.gle/LWqEZNA1picqP7pv7>

Company Name:- Hypesquare Media

Eligibility: BAJMC-2024 & 2025 Passing Batch

Profile:-

Graphic designer - 20000/- per month

Digital Marketing Intern - 10000/- per month

Marketing Associate - Starting 15000/- Per month

Position Title: Digital Marketing Intern

Job Role Overview:

As a Digital Marketing Intern at our marketing agency, you will play a crucial role in supporting our digital marketing efforts across various channels. This role offers a hands-on experience in executing campaigns, conducting research and analysis, creating compelling content, and engaging with clients. You will work closely with our team to gain practical skills in digital marketing while contributing to the success of our clients' campaigns.

Key Responsibilities:

1. Assist in the creation and execution of digital marketing campaigns across social media, search engines, email, and display advertising platforms.
2. Conduct market research and competitor analysis to identify trends, audience behavior, and opportunities for optimization.
3. Create and edit content for digital channels including social media posts, blog articles, email newsletters, and website copy.
4. Help manage social media accounts by scheduling posts, engaging with followers, and monitoring trends.
5. Support SEO efforts through keyword research, on-page optimization, and link building activities.
6. Assist with SEM campaigns including Google Ads management and optimization.
7. Contribute to email marketing campaigns by designing templates, writing copy, and analyzing performance metrics.
8. Communicate with clients to provide updates on campaign progress and address any inquiries or concerns.

Qualifications:

- Currently pursuing or recently completed a degree in marketing, communications, or a related field.
- Strong written and verbal communication skills.
- Basic understanding of digital marketing concepts and tools.
- Proficiency in Microsoft Office Suite and familiarity with social media platforms.
- Ability to multitask, prioritize tasks, and work effectively in a fast-paced environment.
- Eagerness to learn and a proactive attitude towards problem-solving.

Marketing Associate*

Job Role Overview:

As a Marketing Associate at our agency, you will be an integral part of our marketing team, contributing to various aspects of our clients' campaigns. This role offers an exciting opportunity to work on diverse projects, from campaign development to client communication. You'll collaborate with cross-functional teams and gain valuable experience in executing effective marketing strategies.

Key Responsibilities:

1. Assist in the development and implementation of marketing strategies for clients across different industries.
2. Conduct market research and analysis to identify target audiences, industry trends, and competitor strategies.
3. Create compelling content for various marketing channels, including social media, email, and website.
4. Support the planning and execution of marketing campaigns, including scheduling, monitoring, and reporting.
5. Collaborate with graphic designers to create visually appealing assets for marketing materials.
6. Communicate with clients to understand their goals, provide updates on campaign progress, and address any concerns.
7. Analyze campaign performance data and provide insights for optimization and improvement.
8. Stay up-to-date with industry trends and best practices in marketing to continuously improve strategies and tactics.

Qualifications:

- Bachelor's degree in marketing, communications, or a related field.
- Strong communication and interpersonal skills.
- Excellent organizational and multitasking abilities.
- Proficiency in Microsoft Office Suite and familiarity with marketing tools and platforms.
- Ability to work effectively in a fast-paced, collaborative environment.
- Creative thinking and problem-solving skills.

Graphic Designer*

Job Role Overview:

As a Graphic Designer at our agency, you'll play a key role in bringing our clients' marketing campaigns to life through visually compelling designs. This role offers a creative outlet to showcase your talent and collaborate with cross-functional teams to produce impactful marketing materials that resonate with target audiences.

Key Responsibilities:

1. Collaborate with the marketing team to conceptualize and create visual assets for various marketing channels, including social media, email, websites, and print materials.
2. Design engaging graphics, illustrations, and layouts that align with client branding guidelines and campaign objectives.
3. Participate in brainstorming sessions to generate ideas and concepts for marketing campaigns and projects.
4. Use design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) to develop high-quality visuals.
5. Ensure all design work is completed on time and meets quality standards.
6. Communicate effectively with team members to understand project requirements and provide updates on progress.
7. Stay updated on design trends, techniques, and best practices to continuously enhance your skills and contribute fresh ideas.
8. Adapt designs based on feedback and collaborate with clients to ensure their vision is realized in the final deliverables.

Qualifications:

- Bachelor's degree in graphic design, visual communication, or a related field.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other design tools.
- Strong portfolio showcasing a range of design projects and styles.
- Creative thinking and a keen eye for detail.
- Ability to work collaboratively in a team environment and effectively manage multiple projects.
- Excellent communication and presentation skills.
- Adaptability and willingness to learn and grow in a fast-paced agency setting.

All the best

Thanks & Regards,



Dr. Nivedita
Head - Training and Placement Cell