



TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

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Ref. No: TIAS/TP/Campus/Notice/2023-24/ 235

Date: 01.03.2024

Dear All,

Please find an option for consideration. Interested candidates are required to register on the link latest by 02/03/2024.

Link to Apply:- <https://forms.gle/bBmMsDDA6QBMyBgr9>

Company Name: Enhance Rank

Eligibility: BAJMC-2025 & 2024 Passing Batch

Profile: EnhanceRank

Stipend:

1)- Rs 5000/- per month.

Internship Description for Digital Marketing at EnhanceRank

Job Overview

We are looking for a tech--savvy individual who is interested in working as a Digital Marketing – Intern for our company.

As an Digital Marketing – Intern, you will be responsible for implementing SEO strategies to improve website traffic. You will also be responsible for researching keywords and staying on top of the Search Engine Results page. Running Ads on Search Engine Platforms & Social Media strategies and marketing to be implemented.

To be successful in this position, you should analyze the website's performance and find out ways to improve them efficiently. You will also be coordinating with the content team to write content that is attractive and engaging.

Apart from this, you should have learning skills and the ability to stay updated with Google algorithm changes. You should have fair communication skills and analysis skills.

If you think you can take up this role of an Digital Marketing -- Intern, then write to us now. We look forward to working with you.

Responsibilities

- Implementing SEO strategies.
- Researching the competitors, both on--site and off--site.
- Backlinks creation or Link building.

- Performing keyword research for content.
- Writing engaging SEO content along with the Content.
- Optimizing content regularly on the website.
- Maintaining the website on a regular basis.
- Developing and implementing link building strategies.
- Collaborating with the Digital Marketing team.
- Analyzing the website using the analytical tool.
- Improving website performance.
- Proposing changes in the website content.
- Measuring the ROI and success of the website.
- Staying up to date with the latest Google Algorithm changes.
- Generating Reports.
- Search Engine Ads, Social Media Handling

Requirements

- Bachelor's degree / Diploma or Pursuing.
- Fresher or Work experience as an Digital Marketing -- Intern.
- Understanding with website analytics tools like Moz, Google Analytics, Search Console etc.
- Good verbal and written communication skills.
- Ability to work independently or in a team environment as and when required.
- Laptop / Desktop availability on which they can work independently.
- Wifi / Broadband with adequate speed which is suitable for proper working.

Benefits for Intern

- Flexible timings in a day.
- Perks.
- Work From Home.
- Certificate
- Mentor
- Job opportunity.

All the best

Thanks & Regards,



Dr. Nivedita
Head - Training and Placement Cell