

Social Media Marketing Internship at Opportunity Cell

Since starting in October, 2018, opportunitycell.com has grown to be a popular destination for educational opportunities for students across streams. Our mission is to enable informed and inspired careers; and we have just started. Engineering, Science, Medicine, Social Sciences, Arts, Business, Law, Commerce are huge streams with 100s of 'educational opportunities' being held and organised every day. We want our young people to be able to access them easily and explore their selves and careers by participating in such events and opportunities.

About the Internship

In the ever-changing world of social media, the only constant factor is creativity. In our quest of creating a world full of opportunities, we are looking for a storyteller who can knock out the mainstream content and cook up disruptive campaigns that would take the social media world by storm. If you are a jack of all trades and master of pun, give us a shout out.

Roles and Responsibilities:

1. Conceptualizing and executing campaigns and topical on social media
2. Scripting videos and sketches and coordinating with design and video production teams to create engaging content to brand Opportunity Cell services
3. Analyzing the growth and insights across different channels and charting out strategies to improve engagement rate and other metrics

Eligibility:

1. Someone who lives and breathes social media, follows current affairs, and is a pop-culture enthusiast (It's a pro if you run a fairly popular Instagram/Twitter account or a Facebook page)
2. Someone who is immensely creative and always bubbling up with new ideas
3. Someone who can write compelling copies
4. Someone who understands the power of social media in building a brand and can leverage it (if you can tickle our funny bone, you have got an added advantage)

Skill(s) required:

- Social Media Marketing
- Creative Writing
- Copywriting
- English Proficiency (Written)

Perks

- Certificate
- 5 days a week
- Job offer

Additional Information

- Job offer: On successful conversion to a permanent employee, the candidate can expect a salary of Rs. 3-5 Lac/annum.
- For outstation candidates, we provide PG accommodation for the first 7 days and also reimbursement of AC-3 tier train fare for relocation.