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## SOCIAL & DIGITAL MEDIA INTERNS

### RESPONSIBILITIES

We are looking for enthusiastic and fast-learning Interns for our Social & Digital Marketing team. The Intern will work directly with the management team on developing and executing strategies for the expansion of MyAbhyaas' online footprint. The key responsibility would be to maintain MyAbhyaas' presence on various social media platforms and create and publish relevant content. The Intern would regularly analyze and report on the activity on social media networks and our website. The Intern will learn key tenets of effective social media marketing and gain experience in key social media platforms and the tools used to assess their performance. This Internship is ideal for someone who is interested in furthering his or her education and experience in the world of digital marketing.

This will be a paid internship with an attractive stipend.

### SOCIAL & DIGITAL MEDIA

- Maintains our Facebook, Twitter, LinkedIn, Google+, Instagram accounts
- Follows trends in learning & development / training sector to identify trending themes
- Posts updates and commentary on relevant news
- Responds to posts or comments for increased interaction on MyAbhyaas' social pages
- Updates social accounts with current and relevant photos, video, or other content from MyAbhyaas' activities and events
- Grows MyAbhyaas' online social networks
- Develops content around events/courses for MyAbhyaas' website & social media platforms
- Completes other projects as assigned

### RESEARCH & ANALYTICS

- Writes commentary and support on article development
- Reviews data on the performance of social media platforms and adjusts plans or strategies to optimize reach
  - ✓ Track Google Analytics
  - ✓ Track Facebook Insights
  - ✓ Track Twitter Analytics
  - ✓ Track LinkedIn Analytics

### REQUIREMENTS

- Creative self-starter who is comfortable with both taking initiative and working in collaboration
- Excellent familiarity with mainstream social media platforms, including but not limited to Facebook, Twitter, Google+ and LinkedIn
- Detail oriented with strong written and verbal communication skills
- Experience with Microsoft Office Suite (Outlook, Word, PPT, Excel) essential
- Available to work full time

### ELIGIBILITY

- Must be enrolled in an MBA / Post Graduate Program in Business Management
- Candidate with a strong desire to learn and a positive attitude. We would prefer candidates who exhibit a strong work ethic and have a sense of ownership
- Candidate should be flexible and willing to take on multiple tasks in a start-up environment

### ABOUT MYABHYAAS

MyAbhyaas is one of the fastest growing Edu-tech start-ups. We are a leading Learning & Development / Training solution providers to companies and colleges in India, the Middle East & Africa. We work with strategic decision makers to boost their company's *Virtuous Cycle Of Growth* through development of human capital.

We work with graduate and post-graduate students to increase their exposure to practical skills needed for them to emerge as competent professionals. We are working towards upgrading skills of millions of youth and bridge the gap between traditional colleges education and what corporate look for. For this we work with leading instructors, all with over a decade of corporate experience, who help transition students / inexperienced professionals to a through professional in the required area of expertise.

#### **WORKING ENVIRONMENT**

As a growing start-up, MyAbhyaas has a fast-paced collaborative working environment. We brainstorm, strategize and find solutions together to help solve challenging problems faced students and professionals. We appreciate fresh perspectives from our team members and encourage them to participate in decision making at their level.

#### **TO APPLY**

Please send your resume to us at [career@myabhyaas.com](mailto:career@myabhyaas.com)