

NOTICE

Internship – Akalpya

Akalpya is a reputed diamond company working in the field of diamond for more than 20 years. It has a proven track record over the years. We have mastered the art of client satisfaction by delivering products which meet client's requirements on or before. Now, we are transforming our business by digitising it and expanding it pan India.

Job Profile:

- 1) Social Media Intern
- 2) Content Writer
- 3) Business Development Intern

Job Responsibility:

- 1) Social Media Intern
 - Manage the company's social media accounts and post the content
 - Brainstorm campaign ideas
 - Coordinate with team members to develop content required for implementing the campaigns and post these campaigns on various channels.
 - Effectively utilise organic strategies for promoting the content as well
 - Monitor various social media platforms such as Facebook and Instagram
 - Analyse analytics to gauge the success of campaigns

Skills Required:

- Excellent communication skills (written and verbal) and administrative skills
- Experience with major social media platforms
- Social media freak
- Experience of using Photoshop or canva.

2) Content Writer

- Working on content creation and content enrichment, refurbishing content.
- Regularly produce various content types, including email, social media posts, captions and blogs.
- Actively manage and promote our blogs on various social media platforms.
- Collaborate with other departments.

Skills Required:

- Proficiency in English (spoken and written)
- Have relevant skills and interests
- No industry specific knowledge required. Will provide you all the required resources from where you can learn and gather data.

3) Business Development Intern

- Conducting market research
- Interviewing with potential client and testing product
- Cultivating strong relationships with new clients
- Developing and implementing sales strategies, client service and retention plans, and analysing sales data to inform or update marketing strategies.
- Assist with drafting business plans, sales pitches, presentations, reference material, and other documents as required.

Skills Required:

- Good written and verbal communication skills with a pleasing personality.
- Good social interaction skills over phone, should be enthusiastic
- Should have the ability to negotiate, influence, convince, persuade and should be comfortable in extensive calling.

Perks:

- Internship Certificate after completion.
- Special appreciation to best interns- weekly/monthly
- LOR to outstanding performers
- PPO to extraordinary performers.

- Flexible working hours

Stipends: No Stipend

Duration: 2 to 6 months

Location: Work from home.

Note:

- Preference would be given to a student's past experience relevant to the applied internship domain.
- Joining will be immediate

Students interested may revert to Ms. Preeti Das , Placement coordinator, Rai School of Management Studies by July 30, 2023

**Rajesh Nair
Training & Placement
Corporate Resource Cell**