

**NOTICE**

**Internship – Tenhard India Private Limited**

Tenhard India Pvt Ltd is a leading name in the E-media industry. We are publishers of renowned titles like Tenhard Traveller and food. We provide magazines of various publishers in digital versions. Using the latest technologies we help people get the latest news in digital form.

Role and Responsibilities(What happens when students Sign up at Tenhardindia) i.e. Areas of their learning

- Market Research
- Preparing report
- Database management
- Content writing
- Lead generation and promotions
- Amalgamation of telemarketing and digital aspects of the business.

**Responsibilities for Sales, Marketing & Business Analytics projects:**

Interns/Trainees shall be taking a comprehensive internship with the following Key Performance Indicators:

A.

- 1) Learn & understand various aspects of sales & marketing.
- 2) Work on live projects through customer acquisition & business development.
- 3) Get a chance to develop leadership qualities.
- 4) Get to understand consumer behaviour.
- 5) Develop sales strategies for the company.
- 6) Day to day management of the sales & marketing functions.
- 7) Customer interactions, Telemarketing & sales with email marketing.
- 8) Participation in events/exhibitions, corporate visits, Direct Marketing.
- 9) Team meetings and discussions to provide new ideas for business growth.

B.

**Digital marketing & social media marketing strategies:**

BRANDING, EMAIL MARKETING, BLOGGING, COPYRIGHTING, SEO (Search Engine Optimization). YOUTUBE and FACEBOOK ADS, GOOGLE ADS, GOOGLE ANALYTICS. PERISCOPE.

C.

**Marketing Analytics:** Data will be provided to the Students and their Analytical and Data visualisation concept will be tested.

**Desired skills and expertise:**

Fresh candidates are welcome. Candidates with more experience can also be considered.

Exposure to digital/online channel sales/event sales will be an added advantage.

Ability to work under minimal guidance and must have Strong Analytical / Presentation skills with good command over Excel and PowerPoint

**What to expect:**

You will get valuable experience in one of the most sought-after fields of Digital media.

You will get direct mentorship from a company Experienced Employee.

You will get a good recommendation letter or certificate of completion. Depending on your performance you will be getting a Completion Certificate, Appreciation Certificate, and Excellence Certificate. Great exposure to the Sales and Marketing domain. Add value and boost your CV.

**Internship Duration:** As per the college policy

**Eligibility Criteria:** MBA/PGDM / BBA (Marketing/Business Analytics are eligible. they should have the interest in this domain)

**Pay & Benefits:** Tenhard India offers a 10,000/- p.m. (fixed on the achievement of the Monthly target 50k Minimum) along with plenty of opportunities to move and grow within our organization. In case students/interns did not complete the minimum target they will get a 5% commission of his/her generated revenue.

**Location-**Noida Sector-62

**Note: Internship – Company is ok with virtual/Online internships also.**

**Students interested may revert to Ms. Preeti Das , Placement coordinator, Rai School of Management Studies by July 22, 2023**

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

