

ARKA JAIN UNIVERSITY
TRAINING & PLACEMENT DEPARTMENT

PLACEMENT OPPORTUNITY @ STRATEGIC MARKET RESEARCH

NOTICE NO.: AJU/T&P/UG/0042/22-23

DATE: 17-02-2023

NAME OF COMPANY: STRATEGIC MARKET RESEARCH

PAYROLL COMPANY NAME: STRATEGIC MARKET RESEARCH

Registration Deadline - 11:00 am, 20th February 2023

COMPANY PROFILE:

Strategic Market Research facilitates the organizations globally in taking pivotal business decisions by furnishing the Syndicated and Customized Research Reports which are highly precise in terms of market numbers. They believe that every firm whether it a startup which is in the Introduction stage of the Product Life cycle or an established one which is at the growth stage, require market research services in order to streamline their key business blueprint. It may be related to Product Launch, Go to Market strategies, Competitive Analysis or new geographical penetration and expansion. **Strategic Market Research** possess a team of 500 plus research experts with diverse industry expertise who assist the clients in resolving and meeting their exact business requirements. Their primary objective is to impact the revenues of the clients positively thereby leveraging their profits.

WEBSITE: <https://www.strategicmarketresearch.com/>

DESIGNATION: Digital Marketing Executive

JOB LOCATION: Jamshedpur

COURSE & SPECIALIZATION ELIGIBLE: BBA & BCOM

ELIGIBLE PASSING YEAR: 2023

SALARY PACKAGE OFFERED: Rs.10, 000 per month -11,000 per month

GENDER ELIGIBLE: Male/Female

ROLE & RESPONSIBILITIES:

- Change website architecture, content, linking, and other factors to improve SEO positions for target keywords
- Monitor daily performance metrics with SEO tools such as Google Analytics to understand SEO strategy performance
- Monitor company presence on social media
- Develop optimization strategies that increase the company's website search engine results rankings
- Research competitors' pricing and products

- Publish digital marketing content online
- Implement email marketing campaigns
- Measure digital traffic
- Making Quality backlinks
- Monitor social media and Google Analytics
- Optimize paid advertising campaigns using SEO and other tools

KEY SKILLS:

- Excellent understanding of digital marketing concepts
- Experience with business-to-customer social media and content generation
- Strong creative and analytical skills

SELECTION PROCESS: Resume screening, 2 Rounds Personal Interview

DATE OF JOINING: Immediate (Leave will be provided during semester examination)

PROCESS OF REGISTRATION:

01. Interested students need to click on the below link or copy/paste the link on Google Chrome (or any other Web Browser) to fill all their details in the provided Google form and should submit to register successfully.

<https://forms.gle/w4nPDw8vtr5VB43p7>

02. Students registered with the T&P Department for placements, are only eligible.

03. Already placed & debarred students are not eligible.

04. Updated list of debarred students is available with the respective Faculty Coordinators.

05. Please note that it is mandatory to submit the above form to nominate successfully.

06. The form can be submitted only once, thus please be cautious while filling up the form.

07. The Resume File name must be student's own name.

08. Registration deadline for Nomination is 11:00 am, 20th February 2023.

09. The Registration process will automatically turn off after the provided deadline.

10. One student can Register only once, thus be cautious while registering.

11. You are advised to read & understand the disclaimer below before applying for this opportunity.

12. Coordinating Training & Placement Manager: Mr. Rahul Rej (WhatsApp @ 9831664615).

Sd/-

HEAD – TRAINING & PLACEMENTS

Disclaimer: The above Notice is based on the information as shared by the employer. The employer reserves the right to change or modify the afore-mentioned job details without any prior information. The Training & Placement Department and the University will not be responsible for any deviation. Nominating or applying for the vacancy/job profile indicates your agreement to all the Terms & Conditions/Training & Placement Department Placement Policy, in these terms, as modified from time to time. Therefore students are strictly advised to read and clearly understand the Placement Policy (Procedural & Behavioural both) laid by the AJU Training & Placement Department, before applying for the above-mentioned profile.