ARKA JAIN UNIVERSITY

DEPARTMENT OF TRAINING & PLACEMENT
INTERNSHIP CUM PLACEMENT OPPORTUNITY @ NUMETRY TECHNOLOGIES

NOTICE NO.: AJU/T&P/UG/0058/23-24

DATE: 10/04/2024

NAME OF COMPANY:

NAME OF PAYROLL COMPANY: Numetry Technologies

Registration will close at 11:59 pm, 11th April 2024

COMPANY PROFILE:

Numetry Technologies believes in things. As a company operating in Information Technology, they deal with the design and development of software systems and solutions. Their team of IT engineers and web experts likes to approach the software architecture by taking into account all the technological aspects and optimizing its compatibility with the company's business and core competitiveness. They strive to improve and optimize business tools by choosing the right technological methodologies.

JOB DESIGNATION:

1. **Human Resources**
2. **Business Development Executive**
3. **Digital Marketing**
4. **Software Developer**
5. **Content Writer**
6. **Lead Generation Specialist**
7. **Market Research Analyst**

ROLES & RESPONSIBILITIES

Key Responsibilities:

1. **Human Resources**
- Talent Acquisition
- Grievance Handling
- Employee Engagement
- On boarding and Orientation
- HR Administration

- Training & Development

2 .Business Development Executive

- Lead Generation
- Client Relationship Building
- Consultative Selling
- Sales Cycle Management:
- Pipeline Development
- Market Insights
- Collaboration

Preferred candidate profile

- Knowledge of selling Services like Web development, Mobile app development, Analytics,
- Artificial intelligence and consulting.
- Strong understanding of IT services and the ability to articulate complex technical concepts to non-technical stakeholders.
- Selling IT services to Indian and International clients.
- Excellent communication and interpersonal skills to build rapport with clients and internal teams.

3. Digital Marketing

- The candidate will launch advertisements and create content to increase brand awareness.
- Building and managing brand image on all social media platforms including Facebook, Twitter,
- Instagram, LinkedIn, or YouTube Channel.
- Generate high-quality, relevant, and engaging content, including blog posts, articles, info graphics, videos, and other multimedia content.
- Conduct market research to identify trends, customer preferences, and competitor activities to inform marketing strategies. Compile and analyzed data to provide insights for decision-making.
- Create and manage inbound marketing strategies
- Analyze the competition and provide suggestions for improvement
- Provide daily, weekly and monthly analysis reports port to the seniors
- Keep updated with the latest industry trends and ensure that the company is in front of the industry developments
- Create a branding strategy for the company and execute the same
- Plan and implement email marketing strategy, understanding of framing templates, and modifying them as per the results
- Up-to-date with the latest trends and best practices in online marketing and measurement.
- Basic knowledge of SEO (Search Engine Optimization) & Analytics, Social Media, Content Creating and Writing Skills
- Generate Leads through Digital Marketing
- The ideal candidate will oversee the online marketing strategy for the organization by planning and executing digital marketing campaigns.

- Do the market research.
- Prepare database of leads and send proposal draft of Digital marketing service for positive leads and schedule meeting with senior team.
- Growing Social Media channel through innovative content ideas
- A good understanding and experience in New Age Social Media Lead Generation.

Requirements:

- Team player.
- Graduate in Computer or done certification course in computer.
- Good time-management skills
- Great interpersonal and communication skills
- Candidate must have digital marketing certification or course
- Great interpersonal and communication skills.
- Skills and experience in creative content writing
- Fluency in Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc)
- Critical thinking and problem-solving skills.
- Sense of ownership and pride in your performance and its impact on a company success.

4. Software Developer

Common roles and responsibilities for a frontend or backend developer

- Server-Side Development:
- Client-side or front-end Development
- Database Management
- API Development
- Backend Frameworks
- Authentication and Authorization
- Data Validation and Sanitization
- Server Deployment
- Performance Optimization

- **Data Integration**

5. Content Writer Responsibilities
- Writing and Editing
- Content Strategy
- Social media post copywriting
- Ad copywriting
- Content Promotion
- Collaboration
- Content Performance Analysis

6. Lead Generation Specialist :Role responsibilities

- Generate quality Leads from Online Sources starting by Searching the database (LinkedIn, Twitter, Facebook etc) or target audience (B2B) from the internet or other sources till generating suspects and prospects for the Sales Closure team.
- Required experts with a proven track of prospecting, generating leads and involving in the process of conversion.
- Have a handsome experience in prospecting & building the contact list of decision-makers using different online tools and techniques.
- Have competent experience in doing market research and also building marketing strategies.Always in search of exploring new ways to improvise.
- Locate the right person in the organization and Make the first pitch.
- Send solutions and Services marketing collateral/ material over email
- Follow up, pitch, and convince the customer to try us / take a demo or free trial of services wherever we offer.
- Present the company to potential clients through direct communication in telephone calls and emails.
- Schedule an online meeting or discussion or chat with interested suspects through Skype / phone for the sales closure team.
- Use initiative, experience and expertise, to convert inbound and outbound leads into sales opportunities by presenting our RoI based proposition, gathering key information around business needs, and securing more in-depth discussions or follow up meetings.
- Use our sales CRM tool, and update it at every step of the process.
- Maintain and build up a regular ongoing relationship with your suspects through skype, LinkedIn and other online social network sites sources
- Validate Leads by following our Sales qualification process
- Responsible for Data Mining and Market Research through the internet, Building databases,Proficient in secondary research.
- Research and building up prospects lead database.

7.Market Research Analyst: Responsibilities

- Prepare reports of findings, illustrating data graphically and translating complex findings into written text and presenting results
- Devise and assess procedures and methods for data collection, including opinion polls, surveys and questionnaires
- Gather information on competitors, and conduct analysis on their sales, prices and methods of distribution and marketing to thoroughly learn about the competition
- Conduct research regarding marketing strategies and consumer opinions while collaborating with statisticians, marketing professionals and pollsters
- Track and forecast trends in sales and marketing, and analyze in detail the data collected to provide management with thorough reports and results.
- Collect and analyze data regarding customer preferences, demographics, buying habits and needs to better identify market potential and factors influencing product demand

- Collect and analyze data through modern and traditional methods on consumers, competitors and the marketplace
- Devise and design qualitative and quantitative custom market research projects
- Perform qualitative and quantitative analyses to identify opportunities for product expansion
- Apply statistical techniques to interpret data and produce substantiated recommendations.
- Make recommendations for feasible methods for market penetration
- Proactively share and present market research reports and data analysis throughout the organization
- Research competitors and compile data for benchmarking.
- Conduct secondary research to provide analysis and actionable intelligence to determine growth opportunities, market positioning, and strategic business direction.
- Gather and evaluate relevant market, prospect, and competitor information to determine threats, benchmark against competition, and regularly advise of activities - acquisitions, marketing efforts, press releases, etc.
- Conduct studies to determine sales trends, market share, with the intention to identify opportunities to grow sales, strengthen market share, and increase profitability.

- Develop information research and analysis methodology by partnering with business to validate the secondary research findings and scrutinizing them with company s business/ market/ product leaders.
- Experience on supporting the End to End Bid Management process for creating quality proposal documents prepared in response to formal RFP/ RFQ/ RFIs or informal business need requests.
- Manage and own centralized repository comprising of existing collaterals.

JOB LOCATION: Office Location: Pune
Work Mode: Work From Home in internship only after that work from office

REMUNERATION OFFERED: CTC INR 3LPA

Internship Duration: 3 Months

ELIGIBILITY: BBA,B.COM,BCA&BA(ENGLISH)

PASSING YEAR: 2024

GENDER ELIGIBLE: Both Female & Male

SELECTION PROCESS: HR + Technical

PROCESS OF REGISTRATION:

01. Interested students need to register on the below given 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/33QDxsnUCyv8aoEh8

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

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

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

05. The Resume File name must be the student's own name.

06. Registration will close at 11:59 pm, 11th April 2024.
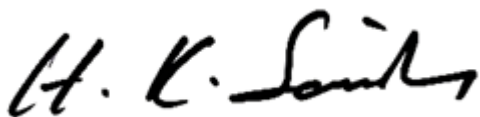
07. One student can Register only once, thus be cautious while registering.

08. Please Note: The Registration process will automatically turn off after the provided deadline.

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

10. For queries you may WhatsApp @ 7279900530 (Ms. Zeba - Sr. Executive Training and Placement Department)

Sd/-

DEAN – 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 adore-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 clearly & understand the Placement Policy (Procedural & Behavioral both) laid by the AJU Training & Placement Department, before applying for the above-mentioned profile.