

ARKA JAIN UNIVERSITY
TRAINING & PLACEMENT DEPARTMENT
PLACEMENT OPPORTUNITY
@ DRISHTI THE VISION FOUNDATION (DRISHTI IAS)

NOTICE NO.: AJU/T&P/UG/0085/23-24

DATE: 21/05/2024

NAME OF COMPANY: DRISHTI THE VISION FOUNDATION (DRISHTI IAS)

PAYROLL COMPANY NAME: DRISHTI THE VISION FOUNDATION (DRISHTI IAS)

Registration Deadline is 11:59 am, 22nd May 2024

COMPANY PROFILE:

Drishti IAS is an institution dedicated to Civil Services preparation. **The institute was established in November 1999 by Dr. Vikas Divyakirti and Dr. Taruna Verma.** Today, it is one of the most popular institutions among civil services aspirants of both English & Hindi mediums.

As of today, 'Drishti IAS', is a group of multiple ventures working in the field of education. **The most famous venture is the institute itself, known as - 'Drishti: The Vision' and it provides guidance to aspirants preparing for UPSC Civil Services Examination in both English and Hindi mediums.**

'Drishti Publications' is another major venture of Drishti IAS, through which various monthly current affairs magazine titled 'Drishti Current Affairs Today', 'Uttar Pradesh Current Affairs Today', 'Rajasthan Current Affairs Today' and many others are published in both the Hindi and English mediums. Also, a variety of books meant for Civil Services Examinations and other competitive exams are published on a regular basis.

'Drishti Media' is also its emerging venture through which innovative educational audio-video programs are being created for the Civil Services Examination.

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

JOB DESIGNATION: Media Intern / Digital Marketing Intern and Content Writer Intern

JOB LOCATION: Mukherjee Nagar Delhi

SALARY PACKAGE OFFERED:

Media Intern- Stipend 15000 in hand per month & Duration is 6 months.

Digital Marketing Intern- Stipend 10000 in hand & Duration 2 months.

COURSE ELIGIBLE: BA-JMC

ELIGIBLE PASSING YEAR: 2024

GENDER ELIGIBLE: Male/Female

JOB ROLE & RESPONSIBILITIES OF DIGITAL MARKETING INTERN:

Increase brand engagement across media platforms through highly creative videos, reels and other media.

SPECIFIC KNOWLEDGE & SKILLS:

- Experience in creating and managing some engaging content, particularly in the form of reels and visual media, for social media platforms.
- Proficiency in using and enjoys facing camera for the videos.
- Strong communication skills, openness to feedback, and the ability to collaborate effectively in a team environment.
- Demonstrated ability to work under pressure and meet deadlines in a fast-paced, dynamic work environment.
- A portfolio showcasing content creation is highly desirable.

JOB ROLE & RESPONSIBILITIES OF MEDIA INTERN:

- Monitor Drishti's YouTube channels
- Brainstorm ideas for upcoming campaigns
- Enhance the online presence of the brand Drishti
- Manage the calendar of Drishti's YouTube channels
- Create engaging content for Drishti's YouTube handles

SPECIFIC KNOWLEDGE & SKILLS FOR MEDIA INTERN:

- Stay updated on the latest features and algorithms of YouTube
- Excellent knowledge of YouTube
- Communication Skills (English and Hindi; Written & Verbal)
- Computer Skills (MS Office)
- Basic Design Skills (Video and Graphics like *Adobe After Effect, Illustrator, Premiere Pro & Canva*)
- Multitasking, Critical thinking and Problem-solving skills

MAJOR KRA (SMART):

- Lead generation through YouTube channels
- Plan and execute activities on Drishti's YouTube channels
- Create content for Drishti's YouTube channels
- Track engagement and identifying high-performing ideas
- Manage Day-to-day scheduling on Drishti's YouTube channels

INTERVIEW PROCESS MEDIA INTERN:

First Round- Written Test/ Design Test.

Second Round - Divisional Head

Final Interaction with Head HR.

INTERVIEW PROCESS DIGITAL MARKETING INTERN:

First Round- Assignment.

Second Round - General Manager

Final Interaction with Head HR.

Student need to visit Delhi for the Interview process of both the positions (student will bear the cost)

MODE OF WORK: Work from Office

TENTATIVE JOINING DATE/PERIOD: Immediate

ANY BOND/SECURITY AMOUNT: None

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/7QE6WymP9xX67C3X6>

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 11:59 am, 22nd May 2024.

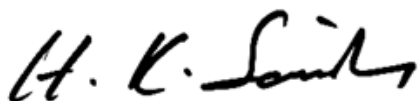
09. One student can Register only once, thus be cautious while registering.

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

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

12. Coordinating Training & Placement Officer: 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 clearly & understand the Placement Policy (Procedural & Behavioral both) laid by the AJU Training & Placement Department, before applying for the above-mentioned profile.