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| Manav Rachna Educational Institutions  *NAAC ACCREDITED `A++' GRADE UNIVERSITY*  **Academic Session 2023-24** | |
| **Internship Notification Form** | |
| **OVERVIEW** | |
| Name of the Department/ Campus Unit | Dr O P Bhalla Foundation |
| Website / Other source of Information | https://dropbhallafoundation.org/ |
| Profile Type (Teaching/ Non Teaching) | Non teaching |
| Brief write-up on the Department (50 to 75 words) | Dr O P Bhalla Foundation is a non-profit organization and a multi-specialty philanthropic institution which tackles various social issues in the community by engaging the youth through various initiatives, campaigns and social programs to transform them into Social Leaders of the Nation.  Dr O P Bhalla Foundation aims to bring positive social change through inclusive growth and development of various community stakeholders. Established in 2014 under the aegis of the Manav Rachna Group of Institutions, Dr. O P Bhalla Foundation combines the efforts of youth, educationists and visionaries to help the Nation. |
| **JOB PROFILE** | |
| Designation | Media Intern |
| Job Description | Position Overview: We are seeking a proactive and creative Media Intern to join our team and assist in creating engaging content for various digital media platforms. This internship offers an opportunity to gain practical experience in media production and content creation while contributing to meaningful projects.  Key Responsibilities:  Content Creation: Assist in creating multimedia content, including videos, photos, and graphics, for digital platforms such as social media, websites, and blogs. Social Media Management: Support social media efforts by curating content, scheduling posts, and engaging with online communities. Storytelling: Contribute to storytelling efforts through the creation of compelling narratives and visual content that resonate with our target audience. Content Curation: Research and gather relevant content, including articles, videos, and images, to share on our digital platforms. Analytics Tracking: Monitor and analyze social media metrics and engagement to assess the effectiveness of content and identify areas for improvement. Campaign Support: Assist in the planning and execution of digital marketing campaigns, including content creation, scheduling, and tracking. Stay Updated: Stay informed about emerging trends and best practices in digital media and content creation. |
| Skills Required | Social Media Proficiency: Familiarity with various social media platforms and their functionalities. Content Creation: Ability to create engaging multimedia content, including videos, photos, and graphics. Storytelling: Capability to craft compelling narratives and visual content that resonate with the target audience. Analytical Skills: Capacity to analyze social media metrics and engagement to assess content effectiveness. Marketing Knowledge: Basic understanding of digital marketing principles and campaigns. Creativity: Ability to generate innovative ideas for content creation and marketing strategies. |
| Place of Posting | B Block , MR Campus |
| Duration of Internship (Start and End Date) | July 2024 to Dec 2024 |
| **SALARY DETAILS** | |
| Minimum No. Of Hours (As required by the department) | **40 hrs/month** |
| Training Period | **5 hrs** |
| Stipend paid during training | **No** |
| Bond or Service Contact (If yes, give details) | **Yes (in form of joining letter)** |
| **ELIGIBILITY** | |
| Eligible Courses/Branches | **UG/PG** |

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