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| Manav Rachna Educational Institutions*NAAC ACCREDITED `A++' GRADE UNIVERSITY***Academic Session 2024-25** |
| **Internship Notification Form** |
|  **OVERVIEW** |
| Name of the Department/ Campus Unit | MRIIC – Manav Rachna Innovation and Incubation Center, ‘C’ Block, Manav Rachna University Campus |
| Website / Other source of Information | <https://mriic.tech/> |
| Profile Type (Teaching/ Non-Teaching) | Non-teaching |
| **Brief write-up on the Department (50 to 75 words)** | Manav Rachna Innovation and Incubation Center (MRIIC) is the hub for educating, inspiring, creating and supporting Entrepreneurs in the University.The MRIIC fosters the growth of innovative startups founded by our university's students, faculty, and alumni. We provide resources, mentorship, and a collaborative environment to help these ventures thrive. |
| **JOB PROFILE** |
|  **Designation** | Content Writer - 01 |
| **Job Description** | **About the Role:**We are seeking a passionate and creative Content Writer Intern to join our dynamic team. You will play a key role in crafting compelling content that showcases our incubator, the amazing startups we support, and the exciting world of entrepreneurship.**Responsibilities:*** **Content Creation:**
	+ Write engaging blog posts, articles, and social media content about the incubator, its programs, and its startups.
	+ Develop content for our website, including startup profiles, success stories, and incubator news.
	+ Create content for email marketing campaigns and newsletters.
	+ Draft press releases and announcements.
* **Content Research:**
	+ Research relevant topics and trends in entrepreneurship and innovation.
	+ Gather information about the incubator's programs and startups for content creation.
* **Social Media Management:**
	+ Assist with managing the incubator's social media platforms.
	+ Develop engaging social media content to promote our programs and startups.
	+ Track and analyze social media performance.
* **Collaboration:**
	+ Work closely with the incubator team to understand content needs and objectives.
	+ Collaborate with startups to develop content that showcases their ventures.

**Benefits:*** Gain valuable experience in the exciting world of university startups and incubators.
* Learn from industry professionals and develop your content creation skills.
* Network with entrepreneurs, investors, and other key players in the innovation ecosystem.
* Build your portfolio with published content.
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| **Skills Required** | * Strong writing skills with excellent grammar and punctuation.
* Ability to write in a clear, concise, and engaging style for a variety of audiences.
* Experience with content creation for online platforms (websites, blogs, social media) is preferred.
* Knowledge of current trends and best practices in content marketing.
* Basic understanding of Search Engine Optimization (SEO) principles is a plus.
* Passion for entrepreneurship and innovation.
* Excellent organizational and time management skills.
* Proficient in Microsoft Office Suite (Word, Excel, PowerPoint).
* Experience with social media management tools a plus.
* Strong communication and interpersonal skills.
* Ability to work independently and as part of a team.
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| Place of Posting | Incubator (MRIIC) |
| Duration of Internship (Start and End Date) | 6 months, Starting: August 2024 to March 2025 |
| **SALARY DETAILS** |
| Minimum No. Of Hours (As required by the department) | **40 hrs/month** |
| Training Period  | **5 hrs** |
| Stipend paid during training | **No.** This is an internship position and does not offer compensation. However, it provides valuable experience and networking opportunities in the startup ecosystem. |
| Bond or Service Contact (If yes, give details) | **Yes (in form of joining letter)** |
| **ELIGIBILITY** |
| Eligible Courses/Branches  | **UG/PG** |

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