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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 | Digital Marketing / MRVPL |
| Website / Other source of Information | MREI – Related websites |
| Profile Type (Teaching/ Non Teaching) | Non-Teaching |
| Brief write-up on the Department (50 to 75 words) | The Digital Marketing Department at Manav Rachna University is a dynamic hub of creativity, innovation, and strategic thinking. Comprising a team of skilled professionals, it is at the forefront of leveraging digital channels to enhance the university's online presence, engage with current and prospective students, and promote its academic programs and initiatives. |
| **JOB PROFILE** | |
| Designation | Digital Marketing Intern |
| Job Description | **Content Creation and Management:**  Assist in creating engaging content for our website, blog.  **SEO and Website Optimization**  Learn and implement basic SEO techniques to improve website visibility and rankings on search engines.  Assist in optimizing website content, meta descriptions, and tags for improved organic search performance.  **Analytics and Reporting:**  Assist in gathering data, conducting analysis, and generating reports to track key performance indicators (KPIs) across various digital channels.  Use insights from analytics to identify trends, uncover opportunities, and make data-driven recommendations for improvement. |
| Skills Required | Excellent written and verbal communication skills.  Strong passion for digital marketing and eagerness to learn and grow in a fast-paced environment.  Basic understanding of digital marketing  Ability to work independently, manage time effectively, and collaborate with team members |
| Place of Posting | Faridabad |
| Duration of Internship (Start and End Date) |  |
| **SALARY DETAILS** | |
| Minimum No. Of Hours (As required by the department) | **40 hrs/month** |
| Training Period | **10 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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