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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** | Creative Executive - 01 |
| **Job Description** | **About the Role:**The Creative Executive Intern will play a vital role in supporting the marketing and branding efforts of our incubator startups. This is a hands-on opportunity to gain valuable experience in the creative industry while contributing to the success of early-stage ventures.**Responsibilities:*** Assist in developing and implementing creative marketing campaigns for our incubator startups.
* Conduct market research and competitor analysis to inform branding strategies.
* Generate creative content for various platforms, including social media, website copy, and pitch decks.
* Design and develop marketing materials such as brochures, flyers, and presentations.
* Manage social media accounts for the incubator and its startups (depending on experience).
* Assist with event planning and execution for the incubator.
* Stay updated on current trends in marketing and design.
* Support creative projects for the incubator as needed.

**Benefits:*** Develop your skills in marketing, branding, and creative content creation.
* Network with entrepreneurs, industry professionals, and mentors.
* Opportunity to learn from experienced professionals at the incubator.
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| **Skills Required** | * Currently enrolled as a student at Manav Rachna preferably with a focus in marketing, design, communication, or a related field.
* Strong creative thinking and problem-solving skills.
* Excellent written and verbal communication skills.
* Proficiency in graphic design software (e.g., Adobe Photoshop, Illustrator) is a plus.
* Experience with social media marketing is a plus.
* Ability to work independently and as part of a team.
* Strong organizational skills and time management skills.
* Passion for entrepreneurship and innovation.
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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** |

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| 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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