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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** | Digital Marketer - 01 |
| **Job Description** | **About the Role:**  We are seeking a passionate and creative Digital Marketing Intern to join our dynamic team. You will play a crucial role in developing and implementing digital marketing strategies to promote our incubator, our startups, and the exciting ventures emerging from our university.  **Responsibilities:**   * **Content Creation:**   + Develop engaging content for various social media platforms (e.g., Facebook, Instagram, LinkedIn) to raise awareness about the incubator and its initiatives.   + Craft compelling website copy to showcase the incubator's programs, resources, and success stories.   + Assist with the creation of email marketing campaigns to nurture leads and engage with startups and potential collaborators. * **Social Media Management:**   + Manage the incubator's social media presence across various platforms.   + Develop and execute a social media calendar to consistently publish engaging content.   + Track and analyze social media engagement metrics and adapt strategies for improvement. * **Website Management:**   + Assist with maintaining and updating the incubator's website.   + Contribute to the website's content strategy by identifying website optimization opportunities. * **Analytics and Reporting:**   + Assist with tracking and analyzing the performance of digital marketing campaigns.   + Help generate reports to measure the impact of marketing efforts. * **Startup Support:**   + Assist startups within the incubator with basic digital marketing tasks (as needed and with guidance from senior team members and mentors).   **Benefits:**   * Gain valuable experience in digital marketing within a fast-paced startup environment. * Learn from industry professionals and mentors. * Network with entrepreneurs and innovators from the university community. * Make a real impact on the success of the incubator and its startups. |

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| **Skills Required** | * Strong understanding of social media marketing principles. * Experience with content creation (writing, graphic design) is a plus. * Familiarity with basic website management tools (e.g., content management systems) is preferred. * Excellent written and verbal communication skills. * Creative, enthusiastic, and a team player. * Ability to work independently and manage multiple tasks effectively. * Interest in startups and innovation is a plus. |
| 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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