



## AMITY TECHNICAL PLACEMENT CENTRE

DELHI | GR. NOIDA | GURUGRAM | GWALIOR | JAIPUR | LUCKNOW | NOIDA

### **Campus Recruitment - 2018 Passing Out Batch**

#### **(FOR UNPLACED STUDENTS ONLY)**

|                                     |   |
|-------------------------------------|---|
| <b>Company</b>                      | 18100<br>(Company Name & Ranking will be disclosed during PPT)  |
| <b>Joining Date</b>                 | <b>Immediate joining</b>  |
| <b>Job Title</b>                    | Social Media Executive  |
| <b>Eligible Degrees</b>             | Bachelor in Mass Communication or Business Administration   |
| <b>Location</b>                     | NOIDA   |
| <b>Compensation CTC</b>             | INR 3.0 LPA   |
| <b>Roles &amp; Responsibilities</b> | <ul style="list-style-type: none"><li>• Research/Ideate content for Social Media Platforms such as FB/Twitter/Instagram etc.</li><li>• Plan content as per the brand tonality</li><li>• Monitor brand's growth and performance on various Social Media Channels</li><li>• Plan micro-campaigns and content for SM networks such as FB/Twitter</li><li>• Social Media Outreach - Build relationships for the brand with SM influencers</li><li>• ORM (Online Reputation Management) - Respond to fan comments/queries</li><li>• Assist the Social Media Manager in Monthly reporting</li></ul> |
| <b>Skills Desired</b>               | <ul style="list-style-type: none"><li>• Fan Growth</li><li>• Content Virality/SOV/Reach</li><li>• Re-tweets etc.</li></ul>  |
| <b>How to Apply</b>                 | All eligible and interested students should click on below link latest <b>by 24th April 2018, 10:00 PM</b><br><a href="#"><b>CLICK HERE</b></a>   |

My Best Wishes are with you!

**Prof. Dr. Ajay Rana**  
**Advisor**