



## AMITY TECHNICAL PLACEMENT CENTRE

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

### **IFFORT** **Campus Recruitment - 2019 Batch**

<b>Company Name</b>	Iffort
<b>Website</b>	<a href="http://www.iffort.com/">http://www.iffort.com/</a>
<b>Batch</b>	2019 Passing out
<b>Date of Campus</b>	Will be informed later
<b>Recruitment Process</b>	<ul style="list-style-type: none"><li>• Technical Interview</li><li>• HR Interview</li></ul>
<b>Eligible Degrees</b>	B.A / M.A
<b>Eligible Branches</b>	Mass Communication
<b>Job Title</b>	Social Media Trainee
<b>Roles &amp; Responsibilities</b>	<ul style="list-style-type: none"><li>• Creating innovative and engaging content for regularly scheduled posts on social platforms- FB, Instagram, Twitter, LinkedIn, YouTube etc and engage with social media users</li><li>• Ensure the content created is in line with the monthly scope of work</li><li>• Assist in the creation of social media strategy plans for respective clients</li><li>• Oversee multiple social media accounts</li><li>• Measure the success of social media campaigns - On metrics such as Reach, Community Engaged, Share of Voice etc.</li><li>• Work in a disciplinary team with other departments such as the design team</li><li>• Track social media influencers - Manage relationships with them by Consistent Outreach</li><li>• Creating and implementing social media strategies for promoting ad campaigns.</li><li>• Assist with the monthly performance report</li><li>• Track competition for trends on social media</li><li>• Pro-actively communicate with customers for deliverables over phone and emails etc.</li></ul>
<b>Salary Package (CTC)</b>	INR 4.50 LPA
<b>How to Apply</b>	<p>Interested and eligible students need to apply on the link given below latest by <b>27th Feb 19 by 6:00 pm</b></p> <p><a href="#">Click here to apply</a></p> <p>Late entries will be automatically deleted.</p>

**My Best Wishes are with you!**

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