



## AMITY TECHNICAL PLACEMENT CENTRE

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

### WHITE PANDA

Virtual Campus Recruitment - 2021 Passing Out Batch

**Only for Students of Amity Education Group**

**Only for Unplaced & Eligible Students**

**Last Date to Register – 27<sup>th</sup> November 2020 by 10 PM**

<b>Company</b>	WHITE PANDA		
<b>Batch</b>	2021 Passing Out Batch		
<b>Joining</b>	Jan 2021		
<b>Date of Hiring</b>	Will Be Disclosed Shortly		
<b>Job Title</b>	Profile 1 : Operations Associate  Profile 2 : Growth Associate  Profile 3 : Business Development Associate		
<b>Eligible Degrees</b>	B.Tech / BCA / MCA		
<b>Eligible Branches</b>	All Branches		
<b>Eligibility Criteria</b>	10 <sup>th</sup>	-	60 % Criteria
	12 <sup>th</sup>	-	60 % Criteria
	Graduation	-	60% Criteria
<b>Location</b>	Bengaluru		
<b>Stipend</b>	Stipend during Probation: 20,000		
<b>Roles &amp; Responsibilities</b>	Profile 1 : <ul style="list-style-type: none"><li>On-boarding Technical Writers, Editors, Copywriters to the White Panda community.</li><li>Overseeing editorial processes and working closely with Editors.</li><li>Proper accounting to be practised. Cost needs to be optimized towards writer pay.</li><li>Working towards Higher content quality &amp; faster delivery times</li><li>Delegating projects to Writers, while having the track of all the progress and deadline.</li><li>Coordinating with Customer Success Managers</li></ul>		

	<p>Profile 2 :</p> <ul style="list-style-type: none"> <li>• Serving as a subject matter expert by building a deep understanding of industry fundamentals and the drivers, and assisting with the preparation and dissemination of communications (both external and internal - in the form of a newsletter, social media posts, case studies, webinars or articles)</li> <li>• Identifying and building relations with influencers from the ecosystem; with an objective to convert them to evangelists</li> <li>• Planning and implementing long-term growth strategies for the job board, built for businesses to list freelance/full-time roles associated with content &amp; creators to discover &amp; engage with opportunities</li> <li>• Acquire job/requirement listings via scrapping and outreach at scale</li> <li>• On-board content creators to the White Panda community through digital channels and viral loops</li> <li>• Collect &amp; study the user data on the platform to optimize for the types of transactions enabled and to form insights</li> </ul> <p>Profile 3 :</p> <ul style="list-style-type: none"> <li>• Develop new business with existing clients and/or identify areas of improvement to meet sales quotas</li> <li>• Create Go-To-Market strategies for our different verticals and create lead pipelines for sales closures</li> <li>• Grow new leads, including marketing-qualified leads, by converting site traffic through</li> <li>• calls-to-action, landing pages, and lead generation content (including offers).</li> <li>• Perform strategic cold calls with decision-makers for onboarding customers</li> <li>• Assist with challenging client requests or issue escalations as needed</li> <li>• Collaborate with internal teams to create landing pages and optimize the user experience</li> <li>• Oversee Market Place Operations with respect to our content projects</li> </ul>
<p><b>Skills Required</b></p>	<p>Profile 1:</p> <ul style="list-style-type: none"> <li>• Excellent Communication Skills (Oral and Written)</li> <li>• Active participation in extracurricular activities / Leadership activities</li> <li>• Ability to manage projects in a fast-paced environment</li> <li>• Candidates must possess good attention to detail</li> <li>• Candidates must possess the ability to prioritize tasks and must remain delivery focused</li> </ul> <p>Profile 3:</p> <ul style="list-style-type: none"> <li>• Conscientious, detail-oriented, and efficient</li> <li>• Fast, accurate and the ability to prioritize</li> <li>• Strong Business Orientation and excellent communication skills</li> </ul>

	<ul style="list-style-type: none"> <li>• Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organization, including executives and C-level</li> <li>• Experience in a very fast-paced digital environment</li> </ul>
<b>Evaluation Process</b>	Round 1: CV Shortlisting Round 2: Technical Assessment Round 3: Telephonic Interview Round 4: Final Interview
<b>How to Apply?</b>	All interested and Eligible students need to apply on the link below latest by <b>27<sup>th</sup> Nov 2020, 10 PM</b>  <a href="#">CLICK HERE</a>

**My Best Wishes are with you!**

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