



AMITY TECHNICAL PLACEMENT CENTRE

DELHI | GR. NOIDA | GURUGRAM | GWALIOR | JAIPUR | LUCKNOW | NOIDA
MUMBAI | RAIPUR | RANCHI | KOLKATA | PATNA

Mamaearth

Virtual Campus Recruitment – 2021 Passed Out Batch

Only for Students of Amity Education Group

Only for Unplaced & Eligible Students

Last Date to Register – 10th September 2021 (5PM)

Company	Mamaearth
Website	https://mamaearth.in/
Batch	2021 Batch
Joining	Immediate
Job Title	Intern- Influencer Marketing
Eligible Degrees	BBA, MBA
Eligible Branches	Marketing
Other Skills Required	<ol style="list-style-type: none">1. Must LOVE social media and YouTube2. Passionate about working with influencers3. Relevant work experience4. Excellent written and verbal English communication skills5. Strong interpersonal skills6. Effective time management7. Strong organizational skills, attention to detail, and the ability to multi-task.8. Have prior experience of working with influencers and social media.9. We also need some candidates who can understand & speak Tamil/Telegu.
Location	Gurgaon
Compensation (CTC)	Stipend: 15k – 18k for 3 months PPO opportunity with the salary package of 5 LPA based on candidate's performance.
Roles & Responsibilities	<ol style="list-style-type: none">1. Develop and execute influencer marketing strategies and creative campaigns.2. Research and identify social media talent across new businesses.

	<ol style="list-style-type: none"> 3. Build strong relationships with talent and their management. 4. Work across product teams on project development in partnership with influencers. 5. Manage launch and marketing of new products with influencers. 6. Reach out to industry professionals to be involved in Business of Influencers events and activities. 7. Ad hoc research and analysis for new opportunities. 8. Develop content ideas and write and curate video concepts. 9. Brainstorm new, creative approaches to influencer campaigns, Coordinate events. 10. Identify brand partnership opportunities for events. 11. Manage execution and delivery of events. 12. Liaising with the marketing team to create and coordinate marketing strategies that work across different channels.
Service Agreement	No Bond
Recruitment Process	<ol style="list-style-type: none"> 1. Interview with Hiring Manager 2. Assignment 3. Discussion with VP of company. <p>The above process will be conducted virtually. The selected candidates will have to come to office for 3 days in a week and the other 2 days can be WFH (as of now). Saturday and Sunday are off.</p>
How to Apply?	<p>Interested and eligible students need to apply on the link given below latest by 5:00PM, 10th September, 2021</p> <p><u>Click here to apply</u></p>

Our Best Wishes are with you!

Team ATPC