Parahit Technologies Limited

Physical Campus Recruitment – 2023 Passing Out Batch

Only for Students of Amity Education Group

Only for Unplaced & Eligible Students

Last Date to Register – 9th Feb 2024 (11AM)

Company	Parahit Technologies Limited
Website	https://www.parahittech.com
Batch	2023
Date of Campus	5/2/2024
Date of Joining	Immediate
Job Title	Software Developer/ Business Analyst / Head of Product Engineering / Manager, Digital Marketing - Brand Building / Tele Sales Officer (Female Candidates Only)
Eligible Degrees	**Graduate**
Eligible Branches	B. Tech – CSE / IT/ BBA /
Eligibility Criteria	60% Throughout
Roles & responsibilities	**Responsibilities: Software Developer** 1. **Web Application Development:** o Design, develop, and maintain high-quality web applications for Parahit Technologies Limited. o Utilize express in frameworks such as React, Angular, Node.js, PHP, and Python to create robust and scalable solitons. 2. **Mobile App Development:** o Contribute to the development of mobile applications for both iOS and Android platforms. o Proficiency in Core Java for Android development and Swift for iOS development. 3. **Full Stack Development:** o Work on end-to-end development of software solitons, ensuring seamless

integration of front-end and back-end technologies.

o Collaborate with cross-functional teams to implement and test features.

4. **Technology Proficiency:**
o Demonstrate a strong understanding of various programming languages, including Python and Pearl, to address diverse project requirements.

o Stay updated on emerging technologies and trends in the software development industry.

5. **AI and ML Integra5on:**
o Integrate artificial intelligence and machine learning components into software solitons to enhance functionality and user experience.

6. **Code Op5miza5on and Quality Assurance:**
o Write clean, efficient, and maintainable code while adhering to coding standards.

o Conduct thorough testing and debugging to ensure high-quality software delivery.

7. **Documenta5on:**
o Prepare comprehensive documentation for developed software, including technical specifications and user guides.

Responsibilities: Business Analyst
o Collaborate with stakeholders to understand business needs and gather detailed requirements.

2. **Data Analysis:**
o Analyse large datasets to extract valuable insights and support data-driven decision-making.

3. **Process Improvement:**
o Identify and recommend process improvements to enhance efficiency and productivity.

4. **Market Research:**
o Stay informed about industry trends, market dynamics, and compere offerings.

5. **Documenta4on:**
o Prepare detailed documentation, including business requirements, process flows, and user stories.

6. **Collabora4on:**
o Work closely with cross-functional teams, including development, sales, and marketing, to ensure alignment with business goals.

7. **User Acceptance Tes4ng (UAT):**
o Facilitate UAT sessions and collaborate with QA teams to ensure product quality.

Responsibilities: Head of Product Engineering
1. **Product Development Strategy:**

- o Develop and implement a strategic roadmap for product engineering, aligning with the overall business objectives and technological vision.
- o Lead the product development lifecycle from idea on to deployment.

2. **Team Leadership:**

- o Build and lead a high-performing product engineering team, fostering a culture of innovation, collaboration, and excellence.

- o Provide guidance and mentorship to team members, promoting professional growth and development.

3. **Technology Vision and Innova7on:**
- o Stay abreast of emerging technologies and industry trends, incorporating innovative solutions into product development strategies.

- o Drive continuous improvement and innovation in product engineering processes.

4. **Cross-func7onal Collabora7on:**
- o Collaborate closely with other departments, including marketing, sales, and customer support, to ensure alignment of product development with market. needs and customer expectations.

- o Foster effective communication and collaboration among cross-functional teams.

5. **Quality Assurance and Tes7ng:**
- o Establish and implement robust quality assurance processes to ensure the delivery of high-quality and reliable products.

- o Oversee thorough testing and validation of products before market release.

6. **Project Management:**
- o Lead the planning and execution of product development projects, ensuring adherence to timelines, budgets, and quality standards.

- o Implement project management best practices to optimize efficiency.

7. **Risk Management:**
- o Identify potential risks and challenges in product development and implement proactive measures to migrate them.
- o Ensure compliance with relevant regulations and standards.

8. **Stakeholder Communica7on:**
- o Provide regular updates to senior management and stakeholders on the progress of product engineering initiatives.
- o Present product development strategies and achievements to internal and external audiences.

Responsibilities: Head of Product
Digital Strategy Development:
- o Formulate and execute comprehensive digital marketing strategies to enhance brand visibility, reach, and engagement.

- o Drive brand-building initiatives across various online channels.

2. **Content Crea3on and Management:**
o Develop and oversee the creation of compelling and relevant content to support brand messaging and positioning.

o Manage content distribution across digital platforms, ensuring consistency and alignment with brand identity.

3. **Social Media Management:**
o Lead the planning and execution of social media campaigns to promote brand awareness and engagement.

o Monitor social media trends, industry news, and competitor activities to identify opportunities for brand promotion.

4. **SEO and SEM Op3miza3on:**
o Implement and optimize SEO strategies to improve organic search visibility.

o Manage and optimize paid search campaigns (SEM) to drive targeted traffic and maximize ROI.

5. **Online Reputa3on Management:**
o Monitor online reviews and feedback, responding strategically to maintain and enhance the company's online reputation.

o Implement proactive measures to address potential reputation challenges.

6. **Collabora3on with Cross-func3onal Teams:**
o Work closely with cross-functional teams, including product development and sales, to align marketing efforts with overall business objectives.

o Collaborate with external agencies and partners to enhance brand-building activities.

7. **Analy3cs and Repor3ng:**
o Utilize analytics tools to measure and analyse the performance of digital marketing campaigns.

o Provide regular reports and insights to evaluate the effectiveness of brand building initiatives.

8. **Budget Management:**
o Develop and manage budgets for digital marketing campaigns, ensuring efficient allocation of resources.

o Identify cost-effective opportunities to maximize brand exposure.

Responsibilities: Tele Sales Officer (Female Candidates Only)

Conduct outbound calls to prospective customers to introduce and promote Parahit Technologies' cloud telephony products.

	2. Effectively communicate product features and benefits, addressing customer queries and concerns.
	3. Generate leads and maintain accurate records of customer interactions in the CRM system.
	4. Collaborate with the sales team to meet and exceed sales targets.
	5. Provide excellent customer service and build positive relationships with clients.
	6. Stay updated on product knowledge and industry trends.
Venue	Amity University Campus, Sec – 125 Noida, UP - 201313
Compensation (CTC)	**3.6 LPA – 12 LPA**
Service Agreement (If Any)	**No**
Recruitment Process	**PPT, Technical & HR Interview**
How to Apply?	Last date to apply – 9th Feb 2024 before 11AM APPLY NOW

My Best Wishes are always with you!

Anjani Kumar Bhatnagar
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