



# AMITY TECHNICAL PLACEMENT CENTRE

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

## **P&S MARKET RESEARCH** **Campus Recruitment - 2019 Passing Out Batch**

**ONLY FOR UNPLACED STUDENTS**

<b>Company Ref No.</b>	SC19432		
<b>Company</b>	P&S Market Research		
<b>Batch</b>	2019 Passing Out Batch		
<b>Joining</b>	IMMEDIATE		
<b>Job Title</b>	<b>Profile 1 : Content Writer</b>  <b>Profile 2 : Digital Marketing</b>  <b>Profile 3 : Research Analyst</b>		
<b>Eligible Degrees</b>	Profile 1: Any Graduate  Profile 2 : B.tech / BCA  Profile 3 : B.tech		
<b>Eligible Branches</b>	Profile 2 & 3 : All		
<b>Eligibility Criteria</b>	10 <sup>th</sup>	-	No % Criteria
	12 <sup>th</sup>	-	No % Criteria
	Graduation	-	No % Criteria
	Post-Graduation	-	No % Criteria
<b>Location</b>	Delhi		
<b>Compensation (CTC)</b>	Profile 1 & 2 : INR 2.4 LPA  Profile 3 : INR 4.0 LPA		
<b>Roles &amp; Responsibilities</b>	<b>Profile 1 :</b> <ul style="list-style-type: none"> <li>Research, write and edit content for website &amp; related corporate sites.</li> <li>Develop content strategy, content ideas and produce sufficient content.</li> <li>Ability to Do Research On Technical Topics.</li> <li>Day-to-day web based SEO content writing, editing and proofing.</li> <li>Content management of our website / Facebook / twitter.</li> <li>Create a transparent content development process</li> </ul> <b>Profile 2 :</b> <ul style="list-style-type: none"> <li>Create Profile on Social Networking Sites.</li> <li>Blogging (Blog submission, Creation, Commenting).</li> </ul>		

	<ul style="list-style-type: none"> <li>• Search Engine Submission Directory submission Social Bookmarking Article Submission Press Release Submission Image Sharing.</li> <li>• Document Sharing.</li> <li>• PowerPoint Sharing.</li> <li>• Classified Submission.</li> <li>• Videos promotions (Create video on YouTube and promote.)</li> <li>• Forum posting Image submission</li> </ul> <p><b>Profile 3:</b></p> <ul style="list-style-type: none"> <li>• Analyze statistical data, identifying key trends, to provide clients with results from their projects in line with research objectives – Interpretation of data to provide clear direction to clients.</li> <li>• Data cleaning, weighting, assessments &amp; primary analysis, SWOT Analysis, PEST Analysis, Porter Five Forces Analysis, Market Sizing and much more.</li> <li>• Secondary Research – Going through various reports, news articles, company annual reports and paid databases to search for the relevant information.</li> <li>• Report Writing – Evaluate economic trends, spending habits, and demographics/ firm graphics to determine the market trends of the respective sector/industry.</li> <li>• Conduct in-depth interviews and moderate focus groups.</li> <li>• Analyze qualitative data identifying key themes in line with objectives and assist in the writing of reports.</li> <li>• Develop a comprehensive understanding of the research techniques used in qualitative research projects – Transcription of depth interviews and focus groups</li> </ul>
<b>How to Apply?</b>	<p>All interested and Eligible students need to apply on the link below latest by <b>2<sup>nd</sup> March 2019, 6 PM.</b></p> <p><a href="#">CLICK HERE</a></p>

**My Best Wishes are with you!**

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