



AMITY TECHNICAL PLACEMENT CENTRE

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

SOCIAL PANGA

Virtual Campus Recruitment – 2021 Passing Out Batch

Only for Students of Amity Education Group

Only for Unplaced & Eligible Students

Last Date to Register – 5th Feb 2021 till 8:00 pm

Company	SOCIAL PANGA
Website	www.socialpanga.com
Batch	2021
Date of Campus	WILL INFORM LATER
Job Title	<p><u>Openings:</u></p> <p><u>1</u> Social Media Marketing/ Account Management - Bangalore & Delhi <u>2</u> Content/ Copywriting - Bangalore & Delhi</p> <p><u>CTCs</u></p> <p><u>Undergraduate Courses</u></p> <p>1. Associate Social Media Specialist/ Associate Account Manager 2. Associate Content Specialist/ Associate Copywriter</p> <p><u>Post Graduate Courses</u></p> <p>1. Social Media Specialist/ Account Manager 2. Content Specialist/ Copywriter</p>
Eligible Degrees	UG/PG
Eligible Branches	1. Advertising and Public Relations - Corporate Communications 2. B.A. in Journalism & Mass Communication 3. M.A. in Journalism & Mass Communication 4. MBA - Media Management
Eligibility Criteria	X : No criteria XII : No criteria UG : No criteria

	PG : No criteria
Other Skills Required (If any)	<p>Account Manager : Excellent communication and interpersonal skills; A proactive attitude, with the ability to use initiative; Ability to work under pressure and assimilate large quantities of information quickly, while maintaining attention to detail; drive; A passion for digital marketing and an understanding of what makes a good digital campaign; Resilience, to enable you to deal with problems and constructive criticism;</p> <p>Content Specialist: Great research, organizational, and learning skills. High comprehension of software like Microsoft Word and Google Docs</p> <p>Social Media Specialist :</p> <p>Excellent oral and written communication skills. Excellent soft skills and ability to interact with clients for briefings, pitches, and feedback sessions. Excellent copy and content-writing skills – one liners, tweets, blog posts, brochures, and other kind of marketing collateral depending upon campaign objectives. Proficiency with social media platforms such as Facebook, Twitter, YouTube, LinkedIn, and other Web 2.0 platforms. Time Management – there will be a lot of deadlines to be met! Creative and out-of-the-box thinking to be able to plan and execute innovative brand communication ideas. Strong visualization skills to be able to work with the design teams to create effective creative as per campaign objectives</p>
Location	Bangalore / Delhi
Compensation (CTC)	<p><u>Undergraduate Courses</u></p> <p>1. Associate Social Media Specialist/ Associate Account Manager - 3 LPA 2. Associate Content Specialist/ Associate Copywriter - 3LPA</p> <p><u>Post Graduate Courses</u></p> <p>1. Social Media Specialist/ Account Manager: 4 - 6 LPA 2. Content Specialist/ Copywriter: 4 - 6 LPA</p>
Job Requirements	<p>Account Manager : Meeting and liaising with clients to discuss and identify their digital requirements. Working with internal stakeholders to devise an advertising campaign that meets the client's brief and budget. Presenting the campaign to the client along with the respective subject matter experts. Working with the respective subject matter expert to brief media, creative and research staff and assisting with the formulation of digital marketing strategies; Ensuring that communication flows effectively; Presenting creative work to clients for approval or modification; Monitoring the effectiveness of campaigns;</p> <p>Content Specialist : Content writing experience online or offline will be an added advantage. Expert writing skills, editing, and proofreading abilities. Ability to write comic, attention grabbing and production ready copy that puts the message across. Creative bent of mind with strong visualization and idea generation skills. Ability to deliver within</p>

	<p>deadlines being aggressive and willing to go an extra mile when comes to quality. Good relationship management skills.</p> <p>Social Media : Account Management – including requirement gathering, feedback monitoring and optimization to increase engagement. Campaign Management – including creation of monthly plans and calendars, scheduling, Facebook page boosting and management to maximize campaign outreach. Also includes planning and execution of paid campaigns across different social media platforms. Content Management – Creation and compilation of content of different kinds for different social media platforms such as Facebook, Twitter, LinkedIn, Pinterest, Instagram, YouTube, Google+, Blogs, etc. Closely work with design teams to generate and use creative content depending upon various accounts and their requirements. Strategize and execute blogger outreach programs.</p>
Roles & Responsibilities	
Service Agreement (If Any)	
Recruitment Process	<p><u>The Process:</u></p> <p>Get > We have set up the hiring process to be very transparent to the students and convenient to the Amity University Placement team. In this step, the Placement team will be sharing the profiles of the batch of students whose placements are to take place from which Social Panga will be shortlisting the relevant profiles.</p> <p>Set > Team Social Panga will then assign a task called "The Panga Challenge" to the shortlisted students, which has a 48 hour deadline.</p> <p>Go > Once the Panga challenge is completed and shared with the Social Panga team, a final list of selected candidates will be handed over to the Placement team for the final round. There may be more than one round, depending on the number of students participating in the process, which will be held virtually - Group Discussion/ Extempore & Personal Interview.</p> <p>Team Social Panga will reach out to the Placement team post internal discussion and the "chosen ones" will join the GANG :D</p>
How to Apply?	<p>All interested and eligible students need to apply by clicking on the link mentioned below, latest by 5th Feb 2021, 8 PM –</p> <p>CLICK HERE TO APPLY</p>

My Best Wishes are with you!

Prof (Dr.) Ajay Rana

Ph.D (CSE) & M.Tech (CSE) - Two Time Gold Medalist

SMIAENG, SMIACSIT, LMISTE, LMPF, LMCSI & MIET (UK)

Senior Vice President – Amity Education Group

Dean – Industry & Academia Alliance

Advisor – Amity Education Group