



# B N SATNALIKA FOUNDATION

**Position:** Marketing Intern

**No. of Position:** 3

## **Company Profile:**

Babulal Nagarmal Satnalika Foundation is a non-governmental organization aiming to promote education and learning among the underprivileged children of our society. The foundation works for the children welfare and their progress by providing them monetary assistance on monthly basis so that they are not deprived of the best and basic necessities of today's world i.e. 'The Education'

- Advertisement
- Merchandise Sale hosted on <http://merchandise.bnsatnalikafoundation.org>
- E-commerce hosted on <http://store.bnsatnalikafoundation.org>
- Gaming hosted on <http://games.bnsatnalikafoundation.org>
- Affiliate Marketing for Flipkart, Amazon, etc.
- Fund raising (solely used for Scholarship disbursement purpose)

## **Job Description:**

As a marketing executive you would manage and control the relationship between products and your target audience. It is down to you as Marketing Executive to perfectly match the client's business with customer needs. And, most importantly, let the right customers know about it, using a variety of methods to promote whatever products or services are on offer.

Developing new marketing strategies is an important part of the role. To succeed in this, you need to be innovative and your work will include research and market analysis.

You will tend to cover various day to day activities. Often one of the first points of contact for clients, it's a social job that involves establishing contacts, socializing with customers and networking with other business people.

## **Requirements:**

- You will be required to work from home using your Laptop and internet connection
- Weekly/fortnight report on the status update of the work needs to be given
- **Pursuing/Completed Bachelor's Degree, preferably in Marketing or Business Management**
- **Prior experience in product management, marketing will be preferable**
- **Pursuing Postgraduate degree is not necessary, but would be preferable**

## **Skills and Expertise:**

- Create marketing plans geared toward end users for each key product within portfolio
- Use email, Adwords and other electronic marketing techniques to inform customers of new products and generate sales
- Keep website up to date as necessary using the internal web administration tools
- Generate leads for products and services
- To write and distributing press releases
- To maintain, build and update mailing databases
- Prepares mailers and brochures by formatting content and graphics; arranging printing and internet packages

- Research to identify clients, sector opportunities, and competition
- Designs, negotiates, and buys advertising in local media

#### Application procedure:

- Send your resume to [niraj.satnalika@bnsatnalikafoundation.org](mailto:niraj.satnalika@bnsatnalikafoundation.org)
- Subject line of the mail should be: **Application for Internship: Marketing Intern**
- Name of the file should be: <<First Name>> <<Space>> <<Last Name>>

#### Remuneration and Benefits:

- We don't provide any monetary compensation
- A certificate and letter of appreciation will be awarded upon successful completion of Internship
- If targets are met, goodies will be provided (which is at the sole discretion of the management)

***Disclaimer: Applications received not in the prescribed format will be rejected***

