

Content Writer

The members of this branch should be accustomed to writing in both formal and informal formats. They will have to coordinate well among themselves and with members of other verticals. The chosen candidates are expected to sit through brainstorming sessions with the creative team to provide taglines, captions, written content for videos/posters and assist the other verticals in maintaining professionalism when they interact with organizations/leaders. All members will have to get their content approved by the Team before passing it on for further processing.

Sponsorship

The work would include talking to prospective sponsors and negotiating to reach a mutually beneficial common ground and also closing the offer. The members will have to work with the Content Development branch, PR branch and strictly report all leads to the Treasurer. Sponsorship team should also be focussed on building long term professional relationships with the sponsors.

Video Editor

This branch is responsible for keeping the Social media feed fresh and exciting. The videos are the first mode of communication for any event, so it is expected from the Video Editing team to set the pitch, raise the bar every time to give the viewers the first adrenaline rush. They do the brainstorming to bring together all the elements of the event and present them in an organized way in the given timeframe. The members should be flexible to working in strict deadlines and be responsive to all feedback by the head editor.

Public Relation

This branch is focussed on building and maintaining E-Cell's relationships with industry experts and expanding the reputation of the Cell. The members will have to increase their network with leaders and organise events based on the student's preferences and needs as well as find startup founders in MANIT that might need E-Cell's help and assist them, so that they may benefit from our resources.

Event Management

This branch acts as the glue between all others, making sure all work is done in a timely and systematic manner both during the actual event, preparation phase and the smooth closing ceremony. Conducting harmonious collaborations between different branches and overlooking and avoiding any conflicts are also key duties of the Event Managers.

Graphic Designers

The members will have to be very collaborative among themselves and very responsive to feedback provided by the branch head. The work includes designing templates, which are distinctive to the Cell and are visually appealing, so as to increase the footfall. The posters should speak of the theme and elaborate the purpose of the event clearly and concisely.

Web Developers

The members of this branch will have to work on keeping the E-Cell website up to date, making the frontend more interactive and the backend more optimized, and removing any bugs that might come up. The E-Summit website will be built every year from scratch,

keeping in mind the theme of the Summit, with real time integrated data. The registration forms, made prior to any event should be responsive and quick, with an efficient admin panel. The members of the branch will be responsible for testing all functionalities before making the site live and report duly to the vertical heads.