Parikshit Student Satellite – Admin & Ops Recruitment Challenge

Welcome to the Admin & Ops Recruitment Challenge.  
  
This challenge is designed to test your creativity, organisational ability, and initiative in contributing to Parikshit’s Management & Operations work. The allowed time-span for completing this challenge is 4 weeks. Submit all deliverables by the deadline communicated by the team.

# Task 1 – Social Media Campaign Design

As a Management recruit, one of your key responsibilities will be designing campaigns for our social media presence.  
  
Your task:  
- Pick a theme, initiative, or content series you believe would add value to the Parikshit Instagram page.  
 (Examples: “Space Fact Fridays,” “Behind the Satellite,” “Women in Space,” “Team Diaries,” etc.)  
- Based on your chosen theme, create a timeline of 8 posts/reels (4 static posts + 4 reels) that together form a short campaign.  
- For each post/reel, provide:  
 1. Title/Concept (what it’s about).  
 2. Format (static post, infographic, carousel, reel, etc.).  
 3. Caption draft (sample text).  
 4. Mock-up/rough design (Canva, Figma, Photoshop, or sketched wireframe).  
- Arrange these in a timeline (days/weeks) to show when each piece should be posted and how they connect into a series.

# Task 2 – aDesign Challenge

This task focuses on creativity and real-world content creation. Your deliverables are:  
  
1. Team Varsity Jacket Design: A design for a Parikshit Team varsity jacket. Provide both front and back mockups. You may include logo placement, team motto, or other creative elements that reflect our identity.

# Task 3 – Website Contribution Task

Our website is one of the main ways the public and sponsors learn about us. We want you to explore how it could be improved.  
  
Your task:  
- Review our website (link will be provided).  
- Identify 3 specific improvements you would make. These can be related to:  
 \* UI/UX (design, navigation, responsiveness).  
 \* Content (clarity of information, missing sections, storytelling).  
 \* Engagement (how interactive/appealing it feels to new visitors).  
- Create a mock-up or wireframe for at least one of your suggestions. This can be a simple pen-paper, drawing, Canva/Figma design, or any other tool.  
- Write a short explanation of how your changes would improve visitor engagement, professionalism, or understanding of our project.