"We're glad to have you on-board as a Labdox Campus Docker for your college".

As technology and economic forces continue to re-shape society, there is a profound skill gap between the education that the youth receives vis-a-vis the industry demands. Labdox is a sought-after space for science and technology enthusiasts to explore, & connect over scientific tools, equipment & concepts.

We provide curated and customized training by giving onsite and real exposure in a workshop, laboratory or factory setting, as well as remote learning of trending concepts. We aim to create a learning ecosystem by breaking the stigma around online education and reinventing alternative learning methods. And we invite you to be a part of this action.

JOB DESCRIPTION

We are looking for high spirited, social, and exuberant students with a passion for learning who can work with Labdox to spread awareness and are creative enough to build and manage collaborations and marketing events. Your responsibilities include:

- **Endorse the company:** Promote and spread the cause of Labdox in your campus.
- **Communicate** and **connect** with students to build our community in your respective campuses.
- **Plan** and **Organize** different campaigns and programs.
- **Spread** awareness about the courses and assist them related queries.
- **Frame** and **identify** potential partnerships with student bodies in their respective campus.
- **Collect** feedback and **draft** periodic reports.

TASKS

The tasks of the Campus Dockers will be evaluated on weekly basis and will be awarded points accordingly.

Task 1: Follow the social media handles of Labdox:

- YouTube(https://www.youtube.com/channel/UC_qmEkaSzHYmEu8W5eTAZ0g/featured)
- Instagram (https://www.instagram.com/dock_at_labdox/)
- Facebook (https://www.facebook.com/labdox)
- LinkedIn (https://www.linkedin.com/company/labdox/)
- Twitter (https://twitter.com/labdox)
- Medium (https://medium.com/@labdox2020)
- Labdox Blog (https://labdox.com/blog)
- Quora (https://www.quora.com/profile/Amit-Kothari-163)
- Vimeo (http://vimeo.com/labdox)
  [+10 per social media handle (one-time task)].

You can ask your friends/connections to follow our social media handles (+5 per Mutual connection following the page).
Screenshot of the social media handles followed must be uploaded in the Google Drive created for you to track your progress.

Task 2: Share the recent posts on social media: The posts of Labdox should be circulated through your social media handles to promote the spread and cause of Labdox (+10 per share).
Your friends too, can share the content created by Labdox in their social media accounts. The more reach you can get, the better would be your performance.
As a Campus Docker, you have to like the posts of Labdox in social media handles. You can ask your mutual connections to do the same to increase the social engagement of Labdox (+1 per like).

Task 3: Frame/share content and post on LinkedIn: You can use your own creativity to frame content and share it in the LinkedIn handle of yours to identify and connect with students to build our community (+20 per post).
Share the posts of Labdox in LinkedIn and you can add words to the shared content to make it more attractive. To increase the social media engagement and public visibility, you can ask your friends to re-share the same posts.

Task 4: Collaboration/partnership with campus/student bodies/activities: You can connect with students and plan and organize different campaigns and programs like hackathons in your respective campus to build our community (+100 per Collaboration).
Incentives would be provided to Campus dockers for their efforts in organizing campaigns/programs in the form of coupons/vouchers/ discounts or other intern incentives.

Task 5: <u>Spread awareness about the courses</u>: You have to spread word about the courses offered and the opportunities available in Labdox, and get registrations from your friends and mutual connections (+100 per course registration from respective campus).

Campus Dockers will be provided with a specific referral code which should be send to students who wish to register for the courses. When your referral code is used by your mutual connections for the registrations of the courses, your performance is tracked.

Benefits for highest points on the leader-board

The points gained by the Campus Dockers is added in total to find the highest scorer. The eligible candidates have the following benefits:

- **Work Experience Certificate** for all eligible candidates at the completion of the program
- **LinkedIn Recommendation** for all eligible candidates at the completion of the program
- **Free passes** to webinars conducted by Labdox

Tracking System

The performance of the Campus Dockers will be tracked during the program period. The Campus Dockers have to abide by the following points:

- Use the **Referral codes**: Campus Dockers will be provided with a specific referral code which should be send to students who wish to register for the courses.
- Use **Google Drives**: Each Campus Docker will have a Google Drive folder, in which they have to update their progress with screenshots and documents (e.g. screenshots of the social media activity, screenshots of the social media handles followed).

Incentives: Labdox provide incentives to the Campus Dockers. Based on planned marketing skills, leads generated and sales initiated, <u>Performance-based Stipend</u> will be provided to the Campus docker.

<u>Perks</u>: In lieu of being a Campus Docker, he/she can acquire the following additional benefits

- <u>Hands-on-experience</u>: This program helps you to gain hands-on-experience in Online Marketing, Traditional Marketing and Sales.
- <u>Certificate of Internship</u>
- <u>Networking</u>: You will get direct exposure to the corporate world and a chance to build meaningful connections for your professional network.
- <u>Access to courses</u>: You will have access to our skilfully crafted courses which can help you grow in this fast-moving world.

"We hope you will have a great learning experience with us and grow in the process of Campus Docker role. Hearty congratulations and a warm welcome to the Labdox community".

For more info, contact us:
Website: www.labdox.com
Email: connect@labdox.in

Cheers
Amit Kothari (Founder of Labdox)