

<b>Company :</b>	<b>Reach Education Pvt Ltd</b>
<b>Company Name :</b>	<b>Reach Education Pvt Ltd</b>
<b>Nature Of Business :</b>	<b>Education Consultancy</b>
<b>Designation :</b>	<b>Intern - Digital Marketing</b>
<b>Tentative Job Location :</b>	<b>Mumbai</b>

**Job title – Digital Marketing & SEO Intern**

**Number of vacancies - 1**

**Experience requirements –**

**i. Hands-on experience with SEO, SEM (Google Adwords etc.), social media marketing etc.**

**Qualifications –**

- **Bachelor's degree required; Master's degree preferred**
- **Ability to work in an entrepreneurial environment**
- **Study abroad and/or international living experience preferred**
- **Excellent knowledge of Microsoft Office, specifically Excel and database literacy**
- **Independent worker: proactive and responsible, with the ability to learn rapidly and are comfortable with technology.**

**Job description –**

**Reach Education Pvt. Ltd. is an educational services firm based in Mumbai, India. We are a start-up founded by HBS (MBA'2010) and CMU (Tepper'2003) alum Vibha Kagzi and focus on the higher education space in India.**

**ReachIvy (www.reachivy.com) is focused on counseling students targeting top-tier schools internationally.**

**The job requires to:**

- **i. Use digital media extensively to reach out to target audience.**
- **ii. Online Brand Management.**
- **iii. Strategize promotional activities for the new products through social networking sites and other**

**Description :**

**appropriate mediums.**

- **iv. Undertaking in-depth market research and analysis about Consumer behavior, Usage pattern, prospective customer groups and developing strategies based on the findings.**
- **v. Handling various blogs (Wordpress, Blogger) for link exchange, banners ads.**
- **vi. Good understanding of CMS like Joomla, wordpress.**
- **vii. Complete SEO project management- SEO Scope of work, Deliverables, Timeline, Costing and resource management**
- **viii. Review and optimize the content to be uploaded on the website as per the finalized keyword list.**
- **ix. Managing SEM / Paid Advertising (Google Adwords, Search, Content, Display, Emailers). Managing Adwords account and helping in bidding, keyword suggestion and improving CTR.**
- **x. Conducting Web Analytics.**
- **xi. Website Management.**

- i. Create write ups for the events and marketing activities.
- ii. Suggest concepts pertaining to Online Advertising.
- i. Investigate various web sites, directories, Social Media and conducting research & analysis for identifying concepts of domain names so as to map relevant content.
- ii. Setting the scope, implementation, management, and review & monitoring of marketing campaigns.

**Stipend per month :** **INR 10000 to INR 20000 depending on the students profile and previous internship experience.**

### Medical Requirments :

**Duration:**

**Group**

**Discussion:**

**False**

Technical Test:	False
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Technical Interview:	False
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HR Interview:	True
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HR Interview	N/A
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