

Section	Description
School/Department Name	Trade Tower
Contact Name	Dr. Daya Shankar
Email Address	tt@woxsen.edu.in
Phone Number	7002487107
Job Profile Information	
Job Title	<b>Marketing Intern</b>
Department	Trade Tower
Reporting To (Title)	Dr. Daya Shankar
Number of Positions	1
Job Summary	Briefly describe the overall purpose and responsibilities of the position (2-3 sentences).
Key Responsibilities	<ul style="list-style-type: none"> <li>Assist in developing and executing marketing strategies for the incubation center and incubated startups.</li> <li>Manage social media accounts and create engaging content.</li> <li>Help organize promotional events and campaigns.</li> <li>Conduct market research and analysis.</li> </ul>
Qualifications	Outline the required skills and experience for the position.
Education	Currently pursuing a Bachelor's or Master's degree in Marketing, Business, Communications, Public Relations, or a related field.
Experience	
Skills	<ul style="list-style-type: none"> <li>Knowledge of social media platforms and digital marketing strategies.</li> <li>Strong written and verbal communication skills.</li> <li>Creativity and innovation in developing marketing content.</li> <li>Basic graphic design skills (e.g., Canva, Adobe Creative Suite).</li> <li>Ability to analyse marketing data and generate reports.</li> </ul>
Certifications	
Additional Information	
Preferred Start Date	July 2024
Additional Details	The Marketing Intern helps develop and execute marketing strategies for the incubation center and its startups. Responsibilities include managing social media, creating content, organizing promotional events, and conducting market research. This position offers exposure to digital marketing and branding in a startup context.