

Mytrick International (Summer internship JD) SIP PROJECT. External > Inbox x



mytrick international <Hr@mytrickint.com>
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Mon, Mar 27, 2023, 2:06 PM ☆ ↶ ⋮

Dear Sir/Ma'am,
About Mytrick international

Mytrick international (mytrickint.com) is a health and fitness website offering digital and offline experiences across fitness, nutrition, and mental well-being. With the aim to make fitness fun and easy, it gives workouts a whole new meaning with a range of best trainer, group workout classes. It makes workouts fun, mental fitness easy with yoga and meditation, and medical and lifestyle care hassle-free. The company is headquarter in Noida, Through our products and services, we want to enable people to significantly improve their overall health.

Job brief: We are looking for a talented **Management Trainee** to undertake marketing projects for the benefit of our company. You will organize creative campaigns and promotional events that can make a difference for our company's success according to trends and customer requirements. The ideal candidate will be passionate about the "art" of marketing and will have an abundance of ideas for building efficient strategies. He/she must bring forth a strong arsenal of techniques and methods to promote our products, services and public image. The goal is to reach out to the market and cultivate the customer's interest in our products and services in ways that strengthen our reputation and facilitate our continuous growth.

Responsibilities:

- Conceive and develop efficient and intuitive marketing strategies
- Organize and oversee advertising/communication campaigns (social media) exhibitions and promotional events
- Conduct market research and analysis to evaluate trends, brand awareness and competition ventures
- Initiate and control surveys to assess customer requirements and dedication
- Write copy for diverse marketing distributions (brochures, website material)
- Conduct market research to identify selling possibilities and evaluate customer needs
- Actively seek out new sales opportunities through networking and social media
- Maintain relationships with corporate to ensure collaboration in promotional activities
- Monitor progress of campaigns using various metrics and submit reports of performance
- Gather feedback from customers or prospects and share with internal teams
- Collaborate with managers in preparing budgets and monitoring expenses

Requirements and skills:

- Good understanding of market research techniques, data analysis and statistics methods
- Thorough knowledge of strategic planning principles and marketing best practices
- Proficient in MS Office and marketing software (e.g. CRM)
- Familiarity with social media (e.g. Web Trends)
- Excellent communication and people skills
- Strong organizational and time-management abilities
- Creativity and commercial awareness

Stipend depends on a range of factors including **intern** work location and Performance i.e upto INR13000. **interns** may also receive additional benefits including incentive.

Working Hours: Working hours are generally 10am to 5:30pm, Monday to Saturday. However, you may need to work some evenings or weekends when working on a big marketing campaign.

Project Duration, start and End date as per College convenience: kindly share interested students list for next process

Regards

