

## **Job Description for Social Media & Marketing Intern**

### **About Vizara Technologies:**

Vizara is a technology start-up, founded by entrepreneurs holding PhDs from IIT Delhi, IIT Kharagpur, and MIT, offering knowledge-based solutions with Augmented Reality (AR), Virtual Reality (VR), Mixed Reality (MR), Artificial Intelligence (AI), and 3D printing technologies in various domains such as heritage preservation, tourism, education, entertainment, infrastructure, new media, and smart city governance.

### **Roles & Responsibilities:**

- Assist in the development and execution of social media strategies across platforms (Instagram, Facebook, LinkedIn, Twitter, etc.)
- Create engaging, relevant, and timely content (text, images, videos) for social media platforms
- Monitor social media channels, respond to comments, and engage with followers
- Assist in analyzing social media performance metrics and reporting on key insights
- Stay up to date with the latest social media best practices and trends
- Collaborate with the marketing and design teams to create compelling campaigns
- Help with scheduling and publishing posts using social media management tools (e.g., Hootsuite, Buffer)
- Assist in planning and organizing social media events, promotions, and giveaways
- Research and suggest new content ideas to increase audience engagement

### **Required Qualifications:**

Currently pursuing or recently graduated with a degree in Marketing, Communication, or a related field

### **Required Skills:**

- Experience in market research and analysis, deriving actionable outcomes, defining the audience
- Excellent communication skills, both written and verbal
- Creativity in concept creation, campaigns, and visual & textual content
- Basic graphic design expertise
- Should have knowledge of Adobe Suite & Canva.
- Ability to think out of the box and put their vision across
- Experience with the latest marketing tools and techniques

**Location** - Gurugram

**Application and Assessment Process:** Selected candidates will be invited to attend a virtual interview consisting of a combination of interviews and case studies. This selection process is subject to change, but you will be notified if any changes are made.

**Vizara Technologies Private Limited**

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