

# eWards

(Full-Time Opening for Batch 2018-2021)

## **Company: eWards**

eWards is currently offering full-time opening for the profiles shared below for **Kolkata** location.

### **Position: Relationship Manager**

#### **Responsibilities**

- Researching and analyzing the market to find out potential business opportunities.
- Building contacts with potential clients to create new business opportunities.
- Conducting business meetings with prospective clients.
- Understanding client needs and offering tailored solutions.
- Maintaining an ongoing fruitful relationship throughout their tenure.
- Formulating marketing plans in alignment with the eWards platform to maximize customer retention and engagement.

#### **Skills**

- Ability to work collectively and individually by setting targets for yourself to ensure objectives are met efficiently.
- Ability to map and understand industry trends in order to identify potential clients.
- Ability to pin point the clients problematic areas and provides necessary solutions.
- Ability to communicate the features of the platform with utmost clarity and simplicity.

### **Position: Graphic Designer**

#### **Responsibilities**

- Translating Client needs and branding strategies into design strategies.
- Designing visual concepts using graphic design tools including design software.
- Working with clients, briefing and advising them with regard to design style, print and the format

#### **Skills**

- Strong graphic design knowledge
- Creativity
- Effective time management skills and the ability to meet the deadlines
- Understanding of the production, marketing, advertisements and website design

### **Position: Business Development Executive**

#### **Responsibilities**

- Connect closely with team for creation of effective solutions to The Why, What and How of Digital Marketing and implementation of the same to create enthusiastic and efficient marketing campaigns for existing and new clients.
- A combination of reaching out to prospective clients, who need Digital Media Marketing as well as servicing the existing clients with zeal and energy for extension of period of service.
- Formulating attractive and trendy Social Media Campaigns for the clients and doing research on current trends of Social Media for an effective actualization of the formulated plans for extensive reach.

- Analyzing and Monitoring the effectively of the social media campaigns and finding newer methods of presenting the same to the clients for their understanding.
- Doing extensive market research and finding the problematic areas and solution to the offerings of the company.
- Helping in creation of meaningful content for promotion of different offers and other creatives of the clients on social media handles.
- Developing an exhaustive content calendar on a weekly/monthly basis for our clients as well as other vital in-house projects
- Providing unconditional support to our digital marketing team and helping them out in their day to day activities.

**Position: Marketing Executive**

**Responsibilities:**

- Handling social media accounts on a daily basis
- Ideating campaigns, creatives, blogs & other marketing materials.
- SEO and SME on all websites
- Content editing of Marketing materials
- Coordination with designer and content editors.

**Skills:**

- Digital Marketing experience
- Well versed with social media posting and ads (across platforms like facebook, insta, linkedin, quora)
- Some knowledge of SEO and SEM
- Content editing or writing experience or knowledge
- Graphic Designing experience (preferable but not necessary)
- Has a background of working in SaaS industry. (preferable but not necessary)
- Knowledge of wordpress (preferable but not necessary)
- Is well versed with power point, excel, etc.

**Salary Offered:** Rs.1,80,000 - 2,40,000 PA (Depending on your interview performance) + Reimbursement + Incentive

All those interested to apply should mail their name, roll no, section mentioning the position you are interested to apply and why you want to work in that field. Last date to submit your name is 24<sup>th</sup> February 2021.

Mangala Tamang Chakrabarti  
 Placement Department  
 J. D. Birla Institute  
 (Dept.of Management)  
 Date: 19<sup>th</sup> February, 2021