



ਆਈ. ਕੇ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ, ਕਪੂਰਥਲਾ
I. K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA
Office of Corporate Relations & Alumni

Ref. No. IKGPTU/CRA/ 116

Dated Feb/15/2022

Directors/ Principals
All the Institutions/ Colleges & University Campuses
Affiliated with IKG PTU

Sub: BYJU's – Joint Campus Virtual Recruitment Drive.

Dear Sir/ Madam

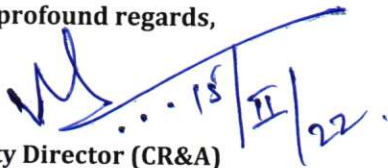
I K Gujral Punjab Technical University is going to organize BYJU's – Joint Campus Virtual Recruitment Drive as per the below mentioned details:-

Designation	:	Profile 1:- Associate - Content Development (JD attached) Profile 2:- Associate – Creative (JD attached)
Job Role	:	Profile1:- Matter Expert, Writer Profile2:- 2d Animator/Motion Graphic Artist, 3d Animators, Production Engineer, Graphic Designer/Artist, VFX Artist, Editor
Course/ Stream	:	UG & PG (all streams) (Mandatory Science & Math in 12th)
Salary Package	:	CTC 6.00 LPA
Job Location	:	Bangalore
Batch Eligible	:	2022 passing out batch
Eligibility Criteria	:	Minimum 5.0 CGPA
Selection Process	:	Online Interview

You are requested to kindly direct the Training & Placement Officer of your college/ institute to forward the student data of only those students who are willing to join, if selected as per the above mentioned eligibility criteria (excel format is attached) through email at placements.ptu@gmail.com. **Data directly shared by the students will not be considered.** Last date of data submission will be Feb 18, 2022 before 1300 hrs.

For any further queries, you may please call Mr. Mrigender Singh Bedi, Assistant Director (CR&A) @ +91- 9478098076.

With profound regards,


Deputy Director (CR&A)

"Propelling Punjab to a Prosperous Knowledge Society"

I.K. Gujral Punjab Technical University

Jalandhar-Kapurthala Highway, Kapurthala-144 603 Ph : 01822-282506
Email : placements.ptu@gmail.com Website : www.ptu.ac.in

Content Development (Media)

At BYJU'S, we address the learning needs of students using compelling content delivered through creative formats and technology (personalised journeys, images, videos, simulations, games, etc.). We are looking for Content Developers who will design and develop content for students in the school (K–12) segment.



Primary Role

Designation: Associate/ Senior Associate - Creatives

The Media team at BYJU'S brings to life all the memorable content that you see on the Learning App. This team carries out a critical step in the product development process which brings the joy of learning to millions of students across the globe.

Responsibilities

- Editing video clips/ creating VFX elements and compositing/ developing art-boards/ creating 2D and 3D animations
- Assimilating project requirements and distributing dependent tasks through proper channels
- Supporting tasks across the production pipeline, storyboarding for independent and dependent tasks
- Collaborating with other creative associates and ensuring project consolidation and closing

Requirements

- Bachelor's Degree in any field
- Topnotch written and verbal communication skills
- If selected, you need to have completed all your final semester examinations, Viva and Project submissions before formally joining the company. We will require an official letter from your campus certifying these pre-joining requirements.

Selection Process

- You will need to showcase your artistic and creative portfolio when you apply for the Creatives role
- Shortlisted students will be interviewed by an expert from the Media team at BYJU'S
- If you clear the interview, you will have to submit an assignment which will test your creativity and artistic abilities. Those who make the cut with their assignments will be given the final offer.

Location & Compensation

This role is full-time, based in our Bangalore office. A detailed breakdown of your compensation will be provided in your offer letter, if selected. The compensation will include a fixed and a variable component - the latter is disbursed annually based on the performance of the past year.

About BYJU'S

BYJU'S is the world's leading ed-tech company and the creator of India's most loved learning app in the school segment. We offer highly adaptive, engaging, and effective learning programs for students in LKG, UKG, classes 1 through 12, and competitive exams like JEE, NEET, and IAS. BYJU'S launched its flagship product, [BYJU'S – The Learning App](#) for classes 4-12 in 2015. Today, the app has over 90 million registered students and 6.5 million annual paid subscriptions. With an average daily usage time of 71 minutes being spent by students from 1700+ cities on the app, the app is creating a whole new way of learning through visual lessons. The [Disney BYJU'S Early Learn App](#) was launched in June 2019, a special offering from BYJU'S for students in classes 1-3 featuring Disney's characters.

BYJU'S is backed by strong and prominent investors like Chan-Zuckerberg Initiative, Naspers, CPPIB, General Atlantic, Tencent, Sequoia Capital, Sofina, Verlinvest, IFC, Aarin Capital, Times Internet, Lightspeed Ventures, Tiger Global, Owl Ventures, and Qatar Investment Authority. Delivering a world-class learning experience, programs from BYJU'S are making learning contextual, visual, and fun. The apps have been designed to adapt to the unique learning style of every student, as per the pace, size, and style of learning of each student. BYJU'S is paving the way for new-age, geography-agnostic learning tools that sit at the cross-section of mobile, interactive content, and personalised learning methodologies. BYJU'S is also the official sponsor of the Indian Cricket Team and the International Cricket Council.

Useful Links

- [Youtube Channel](#)
- [BYJU's The Learning App on Play Store](#)
- [Disney - BYJU's Early Learning App](#)
- [BYJU's on Instagram](#)

Content Development

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Primary Role

Designation: Associate/ Senior Associate -

Develop and package learning content in different formats around researched frameworks and processes to strengthen student learning in our various product offerings. This is directed towards enabling better learning outcomes for students in the school (K–12) segment.

Responsibilities

- Researching and identifying learning strategies for students of all backgrounds and cognitive abilities,
- Writing and visualising intuitive and engaging scripts for videos, books, and games,
- Designing questions, adaptive assessments and personalized lesson plans,
- Collaborating with designers and engineers to get products ready to ship,
- Ideating and coming up with innovations on new methodologies of learning,
- Taking ownership of allocated tasks and driving your team's and your own growth.

Requirements

- Bachelor's Degree in any field
- Working expertise in any of the following subjects: Physics, Chemistry, Maths or Biology (curriculum up to Grade 12 of any school syllabus)
- Topnotch written and verbal communication skills
- If selected, you need to have completed all your final semester examinations, Viva and Project submissions before formally joining the company. We will require an official letter from your campus certifying these pre-joining requirements.

Selection Process

- Online Assessment which will test your general aptitude along with your expertise in your chosen subject
- Shortlisted students will have to submit an assignment which is designed to test your subject knowledge as well as your ability to convey a topic in a simplified manner to a relevant target audience
- These shortlisted students will also go through an interview with one of our experts from the Content Development team
 - You will be quizzed on your assignment submissions
 - You will be expected to explain concepts in a lucid yet simple manner

- Our interviewers will also check your knowledge on the line of BYJU's products and the thought process behind some of our available content
- Remember, we are looking for an eagerness to learn and an ability to convey the joys of learning to several other students

Location & Compensation

This role is full-time, based in our Bangalore office. A detailed breakdown of your compensation will be provided in your offer letter, if selected. The compensation will include a fixed and a variable component - the latter is disbursed annually based on the performance of the past year.

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Sr.No.	Student Name	Name of the Institute/ College	Graduation (Course/Stream)	Graduation %	Post Graduation (Course/Stream)	Post Graduation %	Mobile No.	Email-ID
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