



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/28.....

Dated *July/06/2023*

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

Sub: EDOOFA - Joint Campus Online Training & Placement Drive.

Dear Sir/Madam

I K Gujral Punjab Technical University is going to organize EDOOFA - Joint Campus Online Training & Placement Drive for its campuses and affiliated colleges as per the below mentioned details:-

Date & Time : July 10, 2023 & 1100 hrs
Course/ Stream : MBA/BBA/B.Tech (All streams)
Profile & Package : Attached
Job location : Jalandhar/Ludhiana/Delhi
Batch Eligible : 2024 passing out
Selection Process : Interview

Please go through the videos link which is shared in the attachment. Both these videos will be relevant to the interview process.

Interested students may register at the below mentioned link:-

<https://docs.google.com/forms/d/e/1FAIpQLScjgpC1e4nuGN2iaPQ9F0tIpYCpkveOAg1P8I0hBAfa950A8w/viewform>

You are requested to kindly direct the Training & Placement Officer of your College/ Institute to share the information with the concerned students. *Last date of online registration is July 09, 2023 before 1100 hrs.*

For any further queries, you may please call the undersigned @ +91- 9478098076.

With profound regards,

Ms Bedi
6/7/23
Dr. Mrigender Singh Bedi
Assistant Director (CR&A)

“Propelling Punjab to a prosperous Knowledge Society”

I.K. Gujral Punjab Technical University
Jalandhar-Kapurthala Highway, Kapurthala -144 603. Phone : 01822-282580, 282549
E-mail : placements@ptu.ac.in Website : www.ptu.ac.in

Job Description:

About us:

We are a growth-oriented, profitable business striving to serve the students of SAARC and Africa to provide them with an accessible, affordable, and employment-driven degree education. Our goal is to work with energetic, young, creative minds who have an entrepreneurial spirit and are willing to look beyond a conventional slow-paced career. We are looking forward to hiring people who enjoy building things using innovation, creativity, and profitability. We aim to provide distinct advantages to our team members with our flexible and wealth-sharing approach. Someone who intends to grow exponentially using a unique, scalable model, doesn't limit one by geography, and most importantly can blend in our independent, forward-thinking culture. These strict requirements clearly define what a person will experience once they are part of the pack!

1) **Social Media Intern**

As a Social Media Intern, you will play a vital role in supporting the social media team and assisting with various tasks related to social media management and marketing. You will have the opportunity to gain practical experience in executing social media strategies, engaging with online communities, and building brand awareness.

Responsibilities:

1) Content Creation: Assist in creating engaging and visually appealing content for various social media platforms such as Facebook, Instagram, Twitter, LinkedIn, etc. This may include designing graphics, writing captions, and crafting compelling posts.

2) Social Media Management: Monitor and update social media accounts regularly, including scheduling posts, responding to comments and messages, and maintaining a consistent brand voice and image.

3) Community Engagement: Engage with followers, fans, and users across social media platforms, fostering meaningful conversations, and building relationships with the audience.

4) Research and Analysis: Conduct research on current social media trends, competitor activities, and industry best practices. Provide insights and recommendations based on data analysis to improve social media strategies.

5) Reporting: Assist in monitoring and reporting key social media metrics, such as engagement, reach, and conversion rates. Prepare reports to track the performance of social media campaigns and initiatives.

6) Social Listening: Monitor social media platforms for mentions, feedback, and comments related to the brand. Respond appropriately and escalate any critical issues or inquiries to the relevant team members.

7) Stay Updated: Stay up-to-date with the latest social media platforms, tools, trends, and best practices. Continuously explore new opportunities to leverage social media for brand promotion and engagement.

CTC: 4-6 LPA

Fixed: 4 LPA

Variable: 2 LPA(inclusive of annual bonuses)

12 month Internship

6 month: Rs 20,000/month

6 month: Rs 25,000/month

2) Academic Counsellor/Business Development

About the role:

At Edoofa, our counselors are the first point of contact for our customers- our international students. Their primary goal is to guide the students through the process, and understand their aspirations and goals in life to help them make the right career decisions. The counselors are responsible for the end-to-end process of engaging with a student, helping them choose the right course, understanding their academic and financial aspirations, ensuring successful enrollment and admission into the Edoofa program if they are the right fit.

The counselors also need to notice that this is a direct revenue-generating role and hence need to analyze their conversations and process through a business lens from time to time in order to generate productivity in their work, earn revenue and still create value by being a helping hand to these students.

What will you do:

1) Prospection of a potential customer (student) via research and analysis

2) Take complete ownership of the process- from the first conversation with a potential student (customer) to the enrollment

3) Counselling students, taking regular follow-ups, maintaining a strong pipeline of students using relationship building and exceptional communication.

4) Optimization of the enrollment cycle by critical evaluation of the process and individual performance for closures.

5) Collaborating with other teams- KAM, EWYL/Admissions team to ensure the post-enrollment process is smooth and performed in an efficient manner.

CTC: 6-9 LPA

Fixed: 6 LPA

Variable: 3 LPA(inclusive of annual bonuses)

12 month Internship

6 month: Rs 20,000/month

6 month: Rs 25,000/month

3) Business Development - African Corporate Alliance (B2B)

Business Development Associate

Objective of the role:

To build strong and sustainable partnerships in the African ecosystem to bridge the industry-academia gap by generating exclusive employability opportunities for our students.

Responsibilities:

- 1) Prospection of a potential client via detailed analysis
- 2) Research and Identify new partnership opportunities
- 3) Take complete ownership of the process- from the first conversation with a potential client to the closure
- 4) Prepare and deliver pitches to potential clients
- 5) Create mutually beneficial proposals for long-term associations with clients
- 6) Negotiate with clients for closures and partnership opportunities
- 7) Maintain fruitful relationships with clients and address their needs for retention
- 8) Meet and surpass business expansion/revenue expectations for the overall sustainable growth of the business.

CTC: 6-9 LPA

Fixed: 6 LPA

Variable: 3 LPA (inclusive of annual bonuses)

12 month Internship

6 month: Rs 20,000/month

6 month: Rs 25,000/month

4) Associate- International Student Welfare and Experience

Location: Flexible (working out of campuses in North India- Delhi and Punjab, excessive travel)

The objective of the role:

Senior Manager - International Student Welfare and Experience will be responsible for providing active guidance to African students across educational and welfare needs so that they can focus on their academics and employability programs specially designed for them.

Responsibilities:

- a) Own the experience of a student at our partner colleges
- b) Daily engagement with the students to ensure their operational well-being- living conditions and other facilities (academic and non-academic).
- c) Coordinate with Campus stakeholders/owners to facilitate service effectiveness and provide a quality experience to the students.
- d) Guiding/counseling/ mentoring students to be able to adjust to a culturally diverse environment.
- e) Actively collaborate with existing student account owners (counselors, admissions heads, mentors) to share student insights and take prompt decisions for their benefit.
- f) Work closely with the Admissions team to resolve administrative queries of students and help with Visa process guidance.
- g) Represent the Edoofa brand on campuses, and build rapport with college officials.
- h) Lead a community of students to ensure their participation with their individual mentors.
- k) mentor students and their guardians about the admission and enrollment procedures in accordance with their academic interests and challenges.
- l) To carry on regular follow-ups and solve process-related queries/concerns with urgency with thorough documentation and reporting structure
- m) To help the students interact with the Universities and optimize admission formalities as per the deadlines.

CTC: 6-9 LPA

Fixed: 6 LPA

Variable: 3 LPA (inclusive of annual bonuses)

12 month Internship

6 month: Rs 20,000/month

6 month: Rs 25,000/month

Resources:

Vid link 1:

https://drive.google.com/file/d/18g20uUlcxcP2mu-Hbb0ruYxAUGUy_Sgz/view?usp=sharing

Vid link 2:

 [Edoofa Video.mp4](#)

Website: www.edoofa.com

Please find below the links to a few resources that will give you more insight to the product.

Edoofa Program Video:

<https://www.youtube.com/watch?v=P1IDdUSWf-Q&t=98s>

Testimonial videos: <https://youtu.be/ixWTHWpM9iU&t=4s>