



INTERNSHIP : SALES AND MARKETING

ABOUT ORGANIZATION

Auracle Learning is a Live Online Mentoring and Tutoring platform initiated in the year 2017 with the aim of empowering students with quality and accessible education. Based out of Kochi, Auracle Learning has expanded its operations to Bengaluru and Delhi in the span of the last 3 years. We cater to international markets in the Middle East which includes students from Saudi Arabia, Doha, Bahrain, and the United Arab Emirates.

SERVICES PORTFOLIO

Competitive Exam preparations | Placement training | Aptitude Test preparation | Live School tuitions | Scholarships | Career guidance

PROJECT

The internship focuses on a project in the marketing and sales domain, emphasizing on the e-learning sector. You will be working closely with experts in this domain and attempt to learn the latest market trends and opportunities, then use the same for suggesting new business models for the organization. The project assigned would require the candidate to use their analytical capabilities, research aptitudes and secondary research efforts to draw specific insights useful to the organization. There will be strict time bounds for the completion of this project.

ABOUT THE INTERNSHIP

- Enhance brand awareness and product knowledge among the target customer group
- Acquire customers in the assigned services group (From the services portfolio)
- Boost the social media engagements and reach of Auracle Learning media handles
- Develop B2B relations in the assigned services group
- Work on strong target basis to help the organization hit the desired revenue targets
- Complete the assigned project within the scheduled time limit

SKILLS REQUIRED

- MBA (Preferably : Marketing or Analytics Specialisation) | BBA | B Tech
- Good communication skills and presentation skills for customer acquisition
- Strong persuasion skills and negotiation skills
- Strong hold on working with spreadsheets and dashboards (desirable)
- Learning mindset to work in the pure growing phase start-up environment
- Past experience in sales and business development will be considered beneficial (Not mandatory)

INTERNSHIP PARTICULARS

Estimated duration: 45 to 60 Days

No of openings : 30

Incentives : Target based financial incentives | Certificate of SIP Completion | LOR (On outstanding performance) | Future opportunities with the organisation

Start date : Immediate (Preferred to start from 30th April)

Application Deadline : 20th April 2021 EOD

Interested candidates are required to upload the resume [HERE](#) (Resume drive address) before the deadline.