

JOB DESCRIPTION

About us: -

Fundsroom is a recognized Fintech platform under Start-up India that provides one single platform for all major investment asset classes ranging from Stocks, Mutual funds, Digital Gold, Insurance, Real estate, and Banks.

Essentially, we bridge the gap between the customers and service providers through our platform.

Fundsroom is a registered start-up under AMFI, BSE, and Start-up India

Fundsroom has active customer base more than 2 lac+ and manages more than AUM of 100+ crore rupees and is one of the fastest emerging Fintech start-ups within the region and country.

Roles Offered: - Marketing Analyst Intern / Marketing Research Intern

Job responsibilities: -

1. To open Demat accounts [trading accounts] for Investors [10-15+ Accounts] on the given service providers
2. To create portfolio for investors and to perform live trading [actual trading in real time] from the investors as per their financial needs
3. To create a detailed report and Develop a thorough understanding of the Investor's business operations and industry environment to make recommendations and future needs.
4. To create SEO reports [keywords, rankings, pagination]
5. To develop Social media strategy for all major platforms [Instagram, Facebook, LinkedIn, Twitter, YouTube, WhatsApp etc]
6. To Measure ROI of online and offline advertising campaigns
7. Creating Report on marketing KPIs like, conversion rates, website traffic and social media engagement
8. Creating Marketing budget on various online and offline marketing campaigns
9. Conduct competitive research and analyze benchmarking data understanding market behavior, customer base, demographic transition and social media influence towards market
10. Research and implement marketing tools related to SEO, SMM, ad campaigns, analytical tools, project management and content management tools to support marketing campaign (automation software, social media scheduling etc.)

Note: -

1. Duration: - 45 days (can be extended as per the performance)
2. Mode of Internship: - work from home
3. Timing: 2-3 hrs. a day
4. Stipend: 2000-5000* [Depending upon the performance]

Eligibility: -

1. Good Communication, Innovative approach, analytical skills
2. Basic Knowledge of Social media marketing and Social media apps
3. Basic knowledge of marketing research and tools [SEO, content, Ads etc.]
4. Candidates from marketing or related management background must.

Perks & Benefits: -

1. Workplace training in Marketing [online/offline] , SMM and SEO domain.
2. Basic training on marketing budgeting, modelling and management of project
3. On successful completion of the first month, the candidate will be promoted to a full-time internship where the area of work will be related to the Domain applied work or as a Team leader.
4. Future career options with Fundsroom [PPO] and LOR (letter of recommendation).
5. Marketing management, SEO beginner level & Social media strategist certificate on successful completion of total work.
6. Stipend will be available in a range of Rs 2000-5000* (considering 12-15 Demat accounts are completed and the overall report is completed)

CASE STUDY

What is the internship about?

The internship is divided into two modules:

Module 1: Product and business domain understanding

Module 2: Research & analysis, Marketing analysis, Business Analysis, and Portfolio management

MODULE 1 – 10 Days: -

1. To onboard Customers through Friends/family/colleagues and open minimum 10-15 demat account for further investment and trading purpose
2. To create marketing funnel and strategy for various investment products[marketing report] for the clients onboarded
3. To create Social media posts for multiple platforms related to investment
4. To Trade and invest in stock market [live trading] and convey with regards to marketing techniques
5. To create Market and data analysis report and represent it through various SMM platform and marketing analytics tools

MODULE 2 – 20-40 Days:

Marketing Analyst Intern / Marketing Research Intern

1. Create Detailed market research as per the investment market needs and analyze the and crate marketing strategy for the different sectors, customer base, market, demographics etc.
2. Create detailed marketing strategy in terms of Social media strategy for each platform [Instagram, LinkedIn, google, Facebook, WhatsApp, twitter, YouTube etc.]
3. Detailed study of various marketing tool related to [content, SEO, SMM, ads, analytics, project management.]
4. Create Data set and utilize the data set in the best possible manner to project the marketing portfolio for the client and sort multiple databases into simpler and smart reports.

Interview Questions: -

In module 1 you have to open a minimum of 8-10 DEMAT accounts and a maximum of 15+ from your friends, family, and colleagues in the first week, and in the second week you have to start your investment journey in stocks by teaching them the basics of trading and investment analysis so for this MODULE 1:

1. What will be your approach?
2. Who will be your customer target?
3. How will you break down the customer target to satisfy the above-given target?
4. How will you approach them and what strategies will you use?
5. The module 1 task needs to be completed in the first 10 days so how will you utilize your days and how will you complete the task?
6. In how many days will you ensure that the first 8 customers are onboarded and who will be your customer target?
7. How will you train them to invest in the stock market utilizing marketing reports and data?
8. Do you have basic knowledge of the Stock Market and DEMAT and financial market industry