

JOB DESCRIPTION

About us: -

Fundsresearch is a comprehensive Marketing Research and application platform designed to empower individuals to make informed marketing strategies by generating Business reports and data driven model. Our Internship provides users with access to a wide range of resources, including market analysis, digital marketing, and various marketing tools for better investment & financial Decisions.

Fundsresearch Internship program helps you to aligned and keep yourself updated with the marketing tools and strategies.

Roles Offered: -

Business Development Intern (Marketing Analytics)

your responsibilities will include conducting targeted outreach, and explaining the specific benefits and requirements of the chosen analyst position

Job Responsibilities:-

• **MODULE 1 – Business Module**

- Your primary role will be to promote and onboard potential business for Fundsresearch Internship Program (FRIP) and its mission among students, and relevant campus groups.
- To successfully bring **minimum 5-7 entries** for the Fundsresearch program from students.
- To effectively communicate the program's objectives, benefits, and requirements to prospective participants.
- Build and maintain relationships with student groups, academic departments, and campus organizations to foster collaboration and support for Fundsresearch.
- Gather feedback from students, and campus partners to help improve Funds Research's offering and user experience.

● MODULE 2 – Marketing Module

- Assist in developing and implementing brand strategies.
- Conduct research to understand consumer needs, preferences, and behaviors.
- Collect, analyze, and report on marketing data using various analytics tools.
- Analyze market trends, competitive landscape, and customer feedback.
- Assist in creating and executing digital marketing campaigns (SEO, SEM, social media, email marketing).
- Help develop advertising strategies and creative concepts.
- Support CRM initiatives to enhance customer engagement and loyalty.
- Assist in developing pricing models and strategies.
- Analyze the impact of pricing changes on sales and profitability.

Skills Required: -

- Currently pursuing an MBA with a focus on Marketing or a related field.
- Strong analytical and problem-solving skills.
- Excellent communication and interpersonal skills.
- Proficient in Microsoft Office Suite (Excel, PowerPoint, Word).
- Familiarity with marketing analytics tools (e.g., Google Analytics, Canva, Adobe) is a plus.
- Ability to work independently and collaboratively in a fast-paced environment.
- Prior experience in marketing through internships or projects is preferred.

Perks & Benefits: -

- This internship opportunity spans **45- 60 days** with the potential for extension based on performance.
- Interns will **work from home**, dedicating **1-2 hours** per day.
- With a stipend from **3,000 upto 10,000 Rs***, as per performance on the **Business Target & Marketing Module work**, participants can expect valuable experience and skill development.
- Exceptional interns may receive a **Team Leader position** with a stipend range of **40,000 – 60,000 Rs.**
- Also, a **Pre-Placement Offer (PPO) of 6 – 7 LPA* depending on performance.**