



## Symbiosis Centre for Distance Learning (SCDL)

Symbiosis Bhavan, 1065B, Gokhale Cross Road, Model Colony, Pune-16

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Website: [www.scdl.net](http://www.scdl.net)

<b>Brief about the Company</b>	<b>Banjay Asia is the leading production house creating content for web and TV across the country. Some of the shows produced are Hostages, The Kapil Sharma Show, Parchhayee, Nach Baliye 9, Masters of Taste with Gary Mehigan, Myntra Fashion Superstar, etc.</b>
<b>Current Opening (Designation)</b>	<b>Social Media Executive, Creative Development Executive, Design Executive, On Ground Production executive</b>
<b>Profile of the Candidates</b>	<ol style="list-style-type: none"><li>1. <b>Creative development</b><ol style="list-style-type: none"><li>a. Creating and developing original concepts and ideas</li><li>b. Writing Ideas and creating briefs</li><li>c. Adapting and customizing international IPs and formats</li><li>d. Making PPT s and pitch decks with complete breakdown of story/episodes/cast</li><li>e. Presenting the concepts developed to various channels/platforms</li></ol></li><li>2. <b>Digital and social media marketing</b><ol style="list-style-type: none"><li>a. Create and follow up on social media calendars</li><li>b. Source content from different teams for media campaigns</li><li>c. Copywriting for all social posts</li><li>d. Ideate new campaigns and engagement boosting ideas</li><li>e. Knowledge of Photoshop</li><li>f. good communication skills</li></ol></li><li>3. <b>On ground production</b><ol style="list-style-type: none"><li>a. Coordination and logistics with the artists</li><li>b. Looks over all the logistics from crew to equipment's etc.</li><li>c. Ensuring smooth run of the shoot/event</li><li>d. Good coordination and communication skills</li></ol></li></ol>
<b>Locations</b>	<b>Mumbai</b>
<b>Number of Candidates</b>	<b>2 per profile</b>
<b>CTC / Pay Package (yearly)</b>	<b>As per industry standards</b>
<b>Date of Joining</b>	<b>ASAP</b>
<b>Selection Process &amp; Criteria</b>	<b>Interview</b>

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