



# Symbiosis Centre for Distance Learning (SCDL)

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

Tel: 020-66211000, Fax: 020 -66211040, 66211041

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

Dear Sir/Madam,

Kindly fill up the below format for our ready reference.

<b>Brief about the Company</b>	<b>True Colors Asia – Edutainment and Experiential learning</b>
<b>Current Opening (Designation)</b>	Business Development Intern / Marketing Intern
<b>Profile of the Candidates</b>	Education: Under Grad or Pursuing Post Graduation Experience: 0 to 3 years
<b>Locations</b>	Mumbai
<b>Number of Candidates</b>	2-3
<b>CTC / Pay Package</b>	Rs. 5000 – Rs. 8000 per month
<b>Date of Joining</b>	At the earliest <b>Duration: 2-4 months</b>
<b>Selection Process &amp; Criteria</b>	<p><b>Job Description:</b></p> <ol style="list-style-type: none"><li>Sales &amp; Marketing - 60%<ul style="list-style-type: none"><li>Assist in developing our 'channel partner' network</li><li>Identifying &amp; assist in acquiring new clients (Cold Calling, Mailers, Meetings)</li><li>Outreach Activities - Exhibitions, Promo/Activation in new geographies &amp; segments</li></ul></li><li>Online &amp; Social Media Marketing - 30%<ul style="list-style-type: none"><li>Developing Content, Engagement &amp; Traction on our social channels</li></ul></li><li>Market Research - 10%<ul style="list-style-type: none"><li>Help build org database through targeted research projects</li></ul></li></ol> <p><b>Criteria:</b></p> <ul style="list-style-type: none"><li>Entrepreneurial mindset</li><li>Excellent English oral and written communication skills</li><li>Good computer skills (MS Office, Excel, Power Point proficiency required)</li><li>Comfortable with Marketing &amp; Customer Service Basics</li><li>Commitment and ability to work on own initiative and meet deadlines</li></ul>

- Good research and internet skills
- Interested in exposure to the Asia MICE Industry
- Willing to travel for short trips if required

**Contact Person: Nikita Nair**

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With Warm Regards,  
Placement Department.