



## JOB DESCRIPTION

### Inviting applications for the **ROLE** Digital Marketing Faculty – Training & Operations

<b>Reports to</b>	Centre Head
<b>Role Objective</b>	To impart training and monitor the student life cycle for ensuring standard outcome
<b>Responsibilities</b> In this role, you will be responsible for:	<ul style="list-style-type: none"> <li>▪ <b>Impart Training on SEO, SEM, Google Analytics, Google Webmaster Tools, Google PPC, Social Media, Content Marketing, Email Marketing, WordPress website.</b></li> <li>▪ Experience of conducting training programs, workshops or delivering talks on Digital Marketing concepts.</li> <li>▪ Experience of conducting training programs, workshops or delivering talks on Digital Marketing concepts.</li> <li>▪ Training students in all modules on Digital Marketing.</li> <li>▪ Teach 2-3 batch sizes of 15-20 students/batch per day and impart training/learning as per prescribed curriculum &amp; teaching guidelines</li> <li>▪ Assess and evaluate students for their proficiency, comprehension ,familiarity with the course/subject, job-readiness</li> <li>▪ Lead, Support &amp; Facilitate Student selection &amp; enrolment and placement efforts along with other center personnels ; Do Student Counselling</li> <li>▪ Provide, publish MIS, reports, insights as per requirement</li> </ul>
<b>Desired profile</b>	<ul style="list-style-type: none"> <li>▪ Graduate/ Post Graduate</li> <li>▪ Relevant Training Certification in Digital Marketing</li> <li>▪ 1+ Years of Experience as Faculty or Trainer</li> <li>▪ Relevant Industry Experience (1-3 years), aspiring for a career in Teaching can apply</li> <li>▪ Fresh Graduates can also apply</li> <li>▪ Strong verbal and written Communication Skills</li> <li>▪ Strong Interpersonal skills; Should demonstrate patience &amp; perseverance</li> <li>▪ Should have good knowledge and practical experience in the area of soft skill training/personality development</li> <li>▪ Should be able to mentor, coach and counsel students</li> <li>▪ Must have the Liking for Teaching as a Career ;</li> <li>▪ Prior experience as a faculty/ trainer / Instructor is highly desirable but not a must</li> <li>▪ Student Enrolment for the course/batch</li> <li>▪ Student Placement for the course/batch</li> </ul>

Follow us: [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#) | [Twitter](#)

[www.anudip.org](http://www.anudip.org)