



ABOUT US

We are a well-established group of hostels located in the prime areas of Delhi. We are a team of professionals who have worked on over 12 properties with an average experience of 5 years.

We have been in the game long enough to cater to more than 1150 students, all of whom, have had an excellent experience with us. We focus on YOU and not our convenience, which is readily established by our team who are well versed with the priorities of our millennial and gen-z audience.

We strongly believe that a student should have their own experiences and adventures which aren't controlled by secondary engagements like worrying about laundry, housekeeping, or meals. Here at Orion, our focus is to provide you with a comfortable living, a positive environment, high-quality nutritious meals, and a space for you to live, learn and grow.

JOB DESCRIPTION

- Marketing/Business Development

Marketing/Business Development

Job Responsibilities

- Converting all on ground leads at the student housing.
- Getting and converting leads from colleges.
- Work collaboratively with Marketing and Sales teams to identify and support marketing plans and tactics to achieve prospect trial and sales objectives. Provide subject matter expertise on appropriate marketing mix and vehicles to achieve objectives, while exploring new mediums. Research, recommend and develop new marketing ideas.

- Oversee the creation of marketing materials, including brochures, collateral, sales tools, presentations, case studies, white papers, email. Work with Marketing and Sales teams to develop sales tools, including presentations and sell sheets.
- Conceptualize and execute marketing creative. Immerse in all aspects of the creative process; including conceptualizing how and when to use marketing materials and capture the target audience, and brainstorming and working with internal resources to execute new marketing ideas. Partner and interact with vendors to supply materials supporting marketing concepts.
- Track, monitor, and evaluate results for specific marketing programs and campaigns, to determine ROI and support the development and refinement of future marketing plans.

Requirements

- Excellent organization and project management skills
- Strong attention to detail and quality output
- Solid business planning skills, with ability to adapt to changes in priorities and procedures in a fast- paced, dynamic environment
- Strong sense of urgency, with ability to prioritize and manage multiple tasks simultaneously
- Amazing Communication and ease in starting communications

Eligibility

- Students from all courses and year are welcome.

Selection Process

- Questionnaire
- PI and CV

Perks/ Stipend

- Stipend- 5000 -10000 INR + Additional Incentives on lead conversion (INR 2500 -5000)
- Internship certificates for all the individuals.

Tentative Date of Commencement

1st August (Summer Internship)

