

## Internship Opportunities

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*Work Set Up – Work from Office*

*Office Locations – New Delhi & Mumbai*

*Tenure – 2 – 3 months*

## About the Company

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Rusk Media is building the future of entertainment. We are on a mission to revolutionize how entertainment is consumed among the 12-34 audience across the globe.

The vision to embark on this journey arose from a conversation with a sponsor during a college fest at IIT Delhi, where in the middle of all the “deliverable checklist” conversations came an understanding that current day advertising is a push business happening at the cost of entertainment. There just had to be a way to make both work, and 7 years later, we, at Rusk with our customer-first mindset and branded content we’ve delivered value to advertisers across the nations’ length.

We deliver fiction entertainment via our products across the advertiser led (AVOD / free content) and subscriber led (SVOD / OTT) landscape. Check out Alright, Binge, LIT, Hattke on YouTube, Facebook and Instagram. You can also sneak a peek into our work on OTTs like Amazon MiniTV, MX Player, Hotstar.

Rusk is building the full stack of digital entertainment across tech layered content IPs to P2E gaming which will be augmented by an immersive-metaverse built from the elements of its IPs & games We’re a bunch that has loved entertainment across many forms – from Indian cinema, to sports to games. We’ve spent countless hours remembering dialogues from Shahrukh, replaying shorts from Sachin, or defeating the PC or our friends in Age-of empires.

As the world & entertainment moves to single, personalized screens for everyone – we’re looking for people who are willing to defy the normal and create clutter breaking IP’s, games, and an entertainment economy alongside us. What are key important areas:

1. Entertainment enthusiast, must understand why people spend time on a IP, game and how to replicate it in our products
2. gaming enthusiast – for our engineering teams – it’s a must to be able to test games and optimize for watch times
3. teamwork – our culture is of a community where distinct parts of the business drive the value for each other up.
4. Risk in their blood – must be focused on not doing the normal that the world is doing and driven towards creating IP’s, products and features that stand out

## Why Work with us?

Beyond the regular, working at a cool startup office, with the best folks coming together on a single mission to revolutionize entertainment and advertising. Let's talk about growth, you get to be part of a growth journey that has been 6X in the last years (despite COVID, yes!) and continues the hockey stick as more ambitious minds join us.

If you're someone who's curious, loves to ask questions, loves to take responsibility, and wants to create your own path towards delivering a powerful change, or if you're just someone who'd love to be this person, we are the place for you.

## Description

| Role & Stipend   | Vacancies | Location  | Roles and Responsibilities   | Skill(s) required:   |
|--|-----------|-----------|--|--|
| <u>Client Success &amp; Growth</u><br><br>Stipend: INR 7,000/- | 1         | New Delhi | <ul style="list-style-type: none"> <li>Manage daily communications with the internal and external stakeholders.</li> <li>Track deliverables and prepare sheets.</li> <li>Handle all requests made by the client over the shoot.</li> <li>Coordinate with the client on-site.</li> </ul>  | <ul style="list-style-type: none"> <li>English Proficiency (Spoken)</li> <li>English Proficiency (Written)</li> <li>MS-office (Excel, Word, PPT)</li> </ul>                                      |
| <u>Gaming Community</u><br><br>Stipend: INR 10,000/-           | 2         | New Delhi | <ul style="list-style-type: none"> <li>Interact and manage 100+ gaming creators on a regular basis.</li> <li>Monitoring for on-time reporting of community issues to respective stakeholders.</li> <li>Assist in execution of engagement plans for Rumble user community.</li> <li>Brainstorming on community engagement amplification.</li> </ul> | <ul style="list-style-type: none"> <li>English Proficiency (Spoken)</li> <li>English Proficiency (Written)</li> <li>MS-office (Excel, Word, PPT)</li> <li>Gaming knowledge is a plus.</li> </ul> |
| <u>Media Buying</u><br><br>Stipend: INR 10,000/-               | 1         | New Delhi | <ul style="list-style-type: none"> <li>Assist in procuring media space as per internal budgets targeting the right set of audience.</li> <li>Reaching out to influencers and their team.</li> <li>Providing data analysis and metric reporting as per requirements.</li> </ul>   | <ul style="list-style-type: none"> <li>Content Marketing</li> <li>MS-Office Social</li> <li>Media Marketing</li> </ul>   |

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|---|-----------|-------------------|--|---|
| <u>Social Media Marketing</u><br><br>Stipend: INR 7,000/- | 3         | New Delhi         | <ul style="list-style-type: none"> <li>Ideating for new content (reels, stories, posts -meme, etc.) for the social media pages – FB/YT/IG.</li> <li>Handling the execution of content ideas for the growth of the pages.</li> <li>Helping and assisting the team in daily operations.</li> </ul>   | <ul style="list-style-type: none"> <li>English Proficiency (Spoken)</li> <li>English Proficiency (Written)</li> <li>MS-Office (Excel, Word, PPT)</li> </ul> |
| <u>Human Resources</u><br><br>Stipend: INR 7,000/-        | 1 + 1     | New Delhi, Mumbai | <ul style="list-style-type: none"> <li>Helping the HR team to function cohesively on a day-to-day basis.</li> <li>Actively working for employee engagement in the organization.</li> <li>Maintaining requisite documentation with respect to the organization and employees.</li> <li>Assisting in getting the new hires onboard into the organization.</li> </ul>   | <ul style="list-style-type: none"> <li>English Proficiency (Spoken)</li> <li>English Proficiency (Written)</li> <li>MS-office (Excel, Word, PPT)</li> </ul> |
| Copywriter<br><br>Stipend: INR 10,000/-                   | 2         | Mumbai            | <ul style="list-style-type: none"> <li>Work on researching and building leads to sell YouTube content and ad sales.</li> <li>Work on pitching products and services to prospective clients over the phone, web, or email.</li> <li>Work on contributing to the analytical and creative thought process in new business development pitches and ongoing projects.</li> <li>Work on undertaking in-depth research to gather key information with respect to the client.</li> </ul> | <ul style="list-style-type: none"> <li>English Proficiency (Spoken)</li> <li>English Proficiency (Written)</li> <li>MS-office (Excel, Word, PPT)</li> </ul> |