

Internship Description- Graphic Designer

About us

Specscart was founded by Mr Siddharth Sethi when he was in his final year at the University of Manchester. Our main reason for existence is to change the way people perceive eyeglasses - we believe that is not just an optical device, but an accessory that you can wear even without any prescription. If you can own 4 pairs of shoes, why not glasses?

This vision and hard work have been well rewarded. Being the winners of Venture Further 2018 and The Albert Gubay awards 2017 has made us more reputable. We're now looking at exponential growth, both online and offline. We already have 2 stores in Manchester with state-of-the-art labs. With innovative services like Free Try At Home and One Day Delivery, we're quickly making a name for ourselves.

Graphic Design Intern Duties and Responsibilities

- Create and design print and digital materials
- Adhere to brand guidelines and complete projects according to the deadline
- Retouch and manipulate images
- Use graphic design software and work with a wide variety of media
- Collaborate with the Creative Director and Graphic Design Manager to develop design concepts
- Receive feedback from the Creative Director and Graphic Design Manager and make necessary changes
- Assemble final presentation material for printing as needed

Requirements

- Graphic Design major preferred
- Basic knowledge of layouts, typography, line composition, colour, and other graphic design fundamentals
- Working knowledge of InDesign, Adobe Photoshop, and Illustrator
- Strong creative and analytical skills

- Compelling portfolio of graphic design work

Benefits

- Work on a wide range of graphic design projects
- Receive guidance and feedback from successful Senior graphic designers
- Flexible schedule for students
- Compensation available
- Monthly stipend of Rs.8,000 to Rs. 12,000 to students
- Sunday Fixed Week-off
- Opportunity to travel to UK for Work trips
- Annual Holidays and Paid Leaves.

Internship Description- Content Writer

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Content Writer Responsibilities:

- Conducting in-depth research on industry-related topics in order to develop original content.
- Developing content for blogs, articles, product descriptions, social media, and the company website.
- Assisting the marketing team in developing content for advertising campaigns.
- Proofreading content for errors and inconsistencies.
- Editing and polishing existing content to improve readability.
- Conducting keyword research and using SEO best practices to increase traffic to the company website.
- Creating compelling headlines and body copy that will capture the attention of the target audience.
- Identifying customers' needs and recommending new content to address gaps in the company's current content.

Content Writer Requirements:

- Bachelor's degree in Communications, Marketing, English, Journalism, or related field.
- Working knowledge of content management systems.
- A portfolio of published articles.
- Excellent writing and editing skills.
- The ability to work in a fast-paced environment.
- Effective communication skills

Who can apply

Only those candidates can apply who:

1. are available for full time (in-office) internship
2. are available for a duration of 2 months
3. have relevant skills and interests

Benefits

- Work on a wide range of Content
- Receive guidance and feedback from Brand and Communication Manager
- Flexible schedule for students
- Compensation available
- Monthly stipend of Rs.8,000 to Rs. 12,000 to students
- Sunday Fixed Week-off
- Opportunity to travel to UK for Work trips
- Annual Holidays and Paid Leaves.