



SPOTLIGHT SCOUTS

A rising digital marketing agency that is a sub-venture of Artysan (among top-rated art agencies in the country). We are dedicated to providing quality design and marketing services to our clients and leading the digital transformation for SMEs and MSMEs.

We are looking for a Graphic Designer to create engaging graphics for a variety of platforms. The Graphic Designer's responsibilities include the entire process of visualizing and creating graphics including illustrations, logos, layouts, social media posts, short videos and photos.

Our Culture

Our philosophy is to find the best people and give them the freedom to learn, innovate and outperform. In that spirit, we are structured to ensure that each individual contributes substantially to our strategy and goals, and there is elaborate feedback on performance.

Marketing/ Business Development

Roles & Responsibilities:

You'll be doing some awesome work with some awesome people

- Monitoring the category independently and comprehensively
- Working on updating and sanitizing lead funnel
- Managing relationships with various category customers.
- Promote and market Spotlight Scout's business through extensive and persistent cold calling, emails, and communication(s) to prospective clients
- Research and evaluate additional leads/prospects through web and CRM research
- Maintain all contacts/opportunities and recording all progress.
- Own prospects, lead generation, sales qualification & initial customer calls to ensure the team meets the targets.
- Undertake market research to identify new and potential sectors, organizations, and functions for the product
- Identify qualified prospects and navigate company structures to identify decision-makers
- Tie up leads that will turn into the business through persistence

You should apply if you,

- Track record of operating in a highly metrics-driven environment with a focus on activity and conversion rates.
- Ability to break down a prospect's requirements and effectively communicate them internally to other teams
- Can think on your feet - you are someone who can figure out creative ways to keep the sales funnel always ripe with new prospects.
- Have data-driven approach, measuring every step of the sales process, and can figure out ways to scale it to the next level
- Have a positive attitude and can handle rejection well
- Have the ability to develop rapport, influence others and maintain strong working relationships
- Are self-motivated, persistent, self-aware, hard-working, personable, humble & and able to work independently
- Strong communication and presentation skills
- High on Integrity - No false promises to acquire a client
- Street smart attitude to answer by first principles thinking
- Diligent, passionate and high on work ethics

Qualification

Students from all courses and year can apply

What do you get?

- A decent stipend (4-8K) and performance-based incentives
- Offer letter, experience certificate, and recommendations
- The number of hours per week is also flexible

- Work for any 6 days of the week
- A chance to learn and enhance your business development and leadership skills

Content Writer

Roles & Responsibilities:

- To research and write for social media, websites, blogs for various topics across industries
- To write content for proposals, templates and marketing needs.
- To coordinate with marketing and operations team to illustrate content
- To proofread and edit blog posts before publication
- Identify customers' needs and gaps in our content and recommend new topics
- To ensure all round consistency of content
- Come up with new content ideas for clients

You should apply if you,

- Track record of operating in a highly metrics-driven environment with a focus on activity
- Are self-motivated, persistent, self-aware, hard-working, personable, humble & and able to work independently
- Strong communication and presentation skills
- High on Integrity - No false promises to acquire a client
- Street smart attitude to answer by first principles thinking
- Diligent, passionate and high on work ethics
- Flair for writing and innovation
- Excellent writing and editing skills in English
- Ability to strictly adhere to deadlines
- Experience doing preliminary research
- Adaptability according to task
- Knowledge of company's work

Qualification

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Graphic Designer

Responsibilities and Duties:

- Here we have outlined the functions you will perform on daily basis:
- Conceptualize visuals based on requirements
- Collaborate with the team to ensure consistency of designs across various media outlets
- Create compelling and effective logos, Facebook/ Instagram Posts, short videos, Instagram reels and YT shorts.
- Work with the account managers to understand and incorporate the feedback and submit the final graphics/layout.
- Ensure final graphics and layouts are visually appealing and in line with the brand.
- Maintain awareness of current industry and technology standards, social media, competitive landscape and market trends

You should apply if you,

- Proven graphic designing skillset
- Comfortable in doing both static and motion graphics work

- A strong portfolio of illustrations or other graphics
- Exceptional knowledge of design software (such as Adobe Illustrator, Photoshop, After Effects/Premiere Pro) is a must
- A keen eye for aesthetics and details
- Ability to work methodically and meet deadlines

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Social Media In charge

Job Responsibilities

- Setting up and optimizing company pages within each social media platform.
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action.

- Set up and optimize company pages within each platform to increase the visibility of company's social content.
- Moderate all user-generated content in line with the moderation policy for each community.
- Create editorial calendars and syndication schedules.

- Continuously improve by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- Collaborate with other departments (customer relations, sales etc.) to manage reputation, identify key players and coordinate actions.

Requirements

- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills.
- Demonstrable social networking experience and social analytics tools knowledge.
 - Adequate knowledge of web design, web development, CRO and SEO.
- Knowledge of online marketing and good understanding of major marketing channels.
- Positive attitude, detail and customer oriented with good multitasking and organisational ability.
- Fluency in English.

Qualification

- Students from all courses and year can apply.

Offerings

- Internship certificates for all the individual projects they will work on.
 - Payments for all the corporate projects you will be part of.
 - Free workshops and tours organised by Artysan on various topics. They can attend workshops for different departments also (marketing, sales etc.)
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