

upGrad

About the Company: upGrad is an online education platform building the careers of tomorrow by offering the most industry-relevant programs in an immersive learning experience. Our mission is to create a new digital-first learning experience to deliver tangible career impact to individuals at scale. upGrad currently offers programs in Data Science, Machine Learning, Product Management, Digital Marketing, Entrepreneurship, etc. upGrad is looking for people passionate about management and education to help design learning programs for working professionals to stay sharp and stay relevant and help build careers of tomorrow. upGrad International is a fast-growing division of the company, focused on bringing learning to working professionals globally. We are headquartered in Singapore with offices in Vietnam, Indonesia, and the USA.

- upGrad was awarded the Best Tech for Education by IAMAI for 2018-19.
- upGrad was also ranked as one of the LinkedIn Top Startups 2018: The 25 most sought-after startups in India.
- upGrad was earlier selected as one of the top ten most innovative companies in India by FastCompany.
- We were also covered by the Financial Times along with other disruptors in Ed-Tech
- upGrad is the official education partner for the Government of India - Startup India program Our program with IIT B has been ranked #1 program in the country in the domain of Artificial Intelligence and Machine Learning.

JOB DESCRIPTION

Profile Offered: Marketing Intern

Role Summary:

The candidate will be responsible for handling end-to-end research and data entry for international universities.

The ideal prospect must have an eye for detail, good English skills, and ability to work patiently with the research data.

Roles & Responsibilities:

- Interns will get to learn & execute the following SEO activities
- Keyword research
- Competitor research
- Content research
- Review & edit content, publish blogs & create landing pages through Content Management Systems (CMS)

Skills Required:

- Excellent communication skills
- Problem-solving and analytical skills
- Proficiency with Google Sheets/Microsoft Excel will be a strong plus.
- Commitment to completing work on time that meets or exceeds expectations of quality

Profile Offered: Strategy Intern - Campus Ambassadors

Role Summary:

We are seeking a highly motivated and dynamic individual to join our team as a Strategy Intern to work exclusively on our Campus Ambassadors project. The Campus Ambassadors program is a key part of our growth strategy, aimed at generating leads and revenue for our B2C segment at upGrad campus through targeted outreach to universities and colleges.

The ideal candidate will be passionate about the edtech industry and interested in contributing to the growth and success of our company through the Campus Ambassadors program.

Roles & Responsibilities:

- Develop and implement strategies to recruit, train, and manage a network of Campus Ambassadors across universities and colleges
- Collaborate with cross-functional teams to develop marketing materials and resources for Campus Ambassadors
- Coordinate and execute campus events and activations to raise awareness and generate leads for our company
- Monitor and analyze the performance of the Campus Ambassadors program, and recommend improvements and optimizations to drive revenue growth
- Stay up-to-date with industry trends and changes in the education landscape to inform strategic decision-making

Requirements:

- Fresher or undergraduate studies in business administration or engineering, minimum of 2 years of education completed
- Strong leadership and project management skills
- Excellent communication and interpersonal skills
- Ability to work independently and as part of a team
- Proficient in Microsoft Office, particularly Excel and PowerPoint
- Passion for the education industry and eagerness to learn and grow in a fast paced startup environment
- Previous experience in campus ambassador programs, student organizations, or related roles preferred