



**Guru Gobind Singh Indraprastha University**  
“A State University established by the Govt. Of NCT Delhi”  
Sector 16-C, Dwarka, New Delhi – 110078



F. No.: GGSIPU/CCGPC/2023/ 606

9<sup>th</sup> June 2023

**Sub. Placement opportunity for BA(JMC) students of GGSIP University passing out in the year 2023 in the company “Aptech Limited”.**

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of Placement opportunity for BA(JMC)students of GGSIP University passing out in the year 2023 in the company “Aptech Limited” for your reference and circulation to students to apply on given link by **11<sup>th</sup> June 2023**:

**Registration Link – <https://forms.gle/LqqAtvM1ZTBtu6Q38>**

**Name of Company – Aptech Limited**

**Position Hiring For – Content Creators**

<b>Locations:</b>	Mumbai & Delhi
<b>No. of Openings:</b>	4
<b>Qualification:</b>	BA(JMC) (Batch 2020-2023)
<b>Type of Employment:</b>	Contract
<b>Contract Period:</b>	1 Year
<b>Salary:</b>	INR 20,000 per month
<b>Roles:</b>	Content Creator
<b>Department:</b>	Marketing

**The ideal candidate:**

- Excellent research & writing skills
- Simple/ creative writing style
- Proficiency in English along with excellent writing skills
- Strong verbal as well as written communication skills
- Familiarity with the Internet
- A keen eye for details
- Good interpersonal skills

**Roles & Responsibilities:**

- Handling content for social media and for company’s website
- Knowledge and/ or experience of photography and creating/editing images.
- Knowledge and/ or experience of video production, including filming, editing, audio and delivering via social media channels.

- Create various content types (text, image, videos, articles, infographics) with relevant tone and style, adhering to the respective style guides. (e.g. Instagram Reels, Stories, Posts)
- Research on industry-related topics
- Develop creative ideas, suggest new innovative ways of delivering digital content and keep up-to-date with the latest digital marketing trends.
- Planning & strategizing online initiatives/ activities
- Ensuing leads are generated through the online content, campaigns and other related activities.
- Interacting with respective individuals with the respective business functions for creating appropriate content, aiming at improvising the online traffic.

LAST DATE FOR REGISTRATION IS **11<sup>th</sup> June 2023**.

(Ms. Nisha Singh)  
Training and Placement Officer,  
CCGPC, GGSIP University

***About Limited – Aptech is a global education company that commenced its education and training business in 1986. For over 3 decades +, Aptech has trained Millions of students across the globe in more than 40 countries, through more than 1,300 Learning Centres. Today, Aptech shares a formidable presence in the education and training space, operating through two different business verticals Individual Training and Enterprise Business.***

*Under **Individual Training**, Aptech offers career and professional training through its retail brands: Aptech Learning, Arena Animation, Maya Academy of Advanced Cinematics (both in animation & multimedia) and Lakme Academy powered by Aptech.*

***Enterprise Business** includes Aptech Training Solutions and Aptech Assessment & Testing Solutions. Aptech Assessment & Testing Solutions has conducted more than 50 unique assessments, for more than 60,000 students in a single shift Pan India, and has proven capabilities in delivering secured exams and secured result declaration.*

***Aptech has been awarded the Golden Peacock National Training Award 2023 at the Dubai Global Convention & 30th Annual World Congress on Leadership for Innovation & Business Excellence, because of its commitment towards its ethos of SCUVA (Scalability, Complexity, Uncertainty, Volatility and Ambiguity. Now, Aptech is offering dynamic, passionate, young individuals the opportunity to be a part of its global success.***

***We at Aptech Limited are hiring highly self-motivated and ambitious.***