

## Social Media at Guidr

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### **About the work**

We're looking for a smart teenager who wants to pursue an internship in a fast-growing EdTech startup's social media team. As a part of the team, you will be analysing social media metrics, understanding more about users by collaborating with the Growth team and creating successful social media campaigns, strategies to make Gujju Student's social media presence stronger.

### **What you'll be doing**

- Analyzing social media metrics, understanding more about users and competitors so as to devise a solid social media strategy
- End to end planning and execution of experiments to acquire more users
- Engaging with teenagers community online
- Measuring and analyzing user data to take decisions
- Co create content with influencers for online branding and marketing

### **Requirements**

- Deep understanding about teens and especially Class 8-12 segment
- Strong analytical ability
- Clear about building social media campaigns, driving results on-time

### **What to expect from us:**

While this is primarily a remote-job, we will make sure to support you throughout your work with us. We are sure that this role will help you in honing your design skills, creativity and time management skills. Apart from that, you will be given:

- Certificate

- Letter of recommendation
- Flexible timings
- Exclusive merchandise
- A special gift!

## **Other details**

**Salary/Payment/Stipend:** No [Unpaid role]

### **Note:**

- You'll be required to use your own computer/laptop and/or any other required softwares/tools.
- If a tool needs a subscription for your role, you can discuss it with us and we will provide it if needed.
- This role is unpaid.
- If you're below the age of 18, focus on your studies too (edtech company afterall), and when joining; your parental consent should be taken by you (the applicant).
- In case of any questions, feel free to email: [hitarth@gujjustudent.com](mailto:hitarth@gujjustudent.com)