



Bharati College
(University of Delhi)



BHARATI COLLEGE

OPUS

INTERNSHIP & PLACEMENT CELL

Internship Opportunity



Organization:

GAO Group of Companies (<https://thegaogroup.com/>)

Profiles:

- Human Resources Virtual Intern
- HR Partner-Recruitment and Onboarding Intern
- Business Development Intern
- Lead Generation Intern
- SEO & Marketing Intern

Eligibility:

All Years Students Across All Courses

Perks:

Certificate Of Completion

Working Mode:

Work from Home (WFH)

Working Days & Hours:

Refer To JD

Duration:

Refer To JD

Joining Date:

Immediate

Selection Procedure:

- Resume Screening
- Online Interview

Registration Link:

<https://linktr.ee/opustpc>

Last Date for Application:

26th March, 2025, 5:00 pm



OPUS Internship and Placement Cell



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JOB DESCRIPTION

Working Days & Hours: Students can choose from the following options:

Option A: 15 hours per week for at least 20 weeks

Option B: 10 hours per week for at least 30 weeks

Option C: 7.5 hours per week for at least 40 weeks

Option D: 5 hours per week for at least 60 weeks

Human Resources Virtual Intern

Key Responsibilities:

- Post job openings on various recruitment platforms and university portals.
- Screen resumes and applications
- Schedule interviews for senior HR staff
- Manage communication through emails and LinkedIn with applicants and follow up with the candidates.

Skills Required:

- Strong communication skills in English, both written and verbal.

HR Partner-Recruitment and Onboarding Intern

Key Responsibilities:

- Talent Sourcing: Identify and engage candidates through job boards, social media, and outreach platforms.
- Recruitment Support: Post job openings, screen resumes, and coordinate interviews with senior HR staff.
- Candidate Communication: Manage follow-ups and maintain positive candidate experiences.
- Onboarding Assistance: Support new employee integration and documentation.
- Market and Opportunity Research: Assist with research to identify growth opportunities and trends.
- Stakeholder Outreach: Help engage potential clients, partners, and external contacts to explore collaboration opportunities.

Skills Required:

- Strong communication skills in English, both written and verbal.
- Proficiency in Microsoft Office Suite.

Business Development Intern

Key responsibilities:

- Run searches over LinkedIn/Google for appropriate prospects
- Filter company lists to select potential prospects fitting our ideal customer profile
- Identify and research potential clients, partners, and business opportunities to build a strong prospect list.
- Initiate outbound communication to leads through email, and social media to generate interest.
- Collaborate with teams within the organization, to ensure a coordinated approach to business development.
- Prepare regular reports and updates on business development activities and progress to the management team.

Skills Required:

- Strong written and verbal communication skills (English).
- Excellent research and analytical skills.
- Proficiency in Microsoft Office Suite
- Availability to work 20 hours per week during the internship period.

Lead Generation Intern**Key Responsibilities:**

- Conduct thorough market research to identify and evaluate potential leads and target markets. Collect and organize contact details and company information using various online tools and databases.
- Regularly update and verify lead data, ensuring accuracy and removing duplicates. Segment leads by industry, location, company size, etc., to support targeted marketing strategies.
- Assist in drafting and sending outreach emails or messages to prospective clients. Help develop personalized content, email templates, and outreach strategies to maximize engagement.
- Work closely with the sales and marketing teams to align lead generation efforts with broader campaign goals. Provide insights into lead behavior, preferences, and trends to refine outreach strategies.
- Participate in training sessions to gain expertise in lead generation tools, CRM software, and industry best practices. Get hands-on experience with platforms like LinkedIn Sales Navigator, HubSpot, Salesforce, and more.

Skills Required:

- Proficient with Microsoft Office Suite (Excel, Word) or Google Workspace.
- Good organizational and research skills.
- Previous coursework, internships, or projects in sales, marketing, or data analysis.
- Familiarity with LinkedIn and other professional networking tools.

SEO & Marketing Intern**Key Responsibilities:**

- Conduct detailed keyword research to identify optimization opportunities.
- Analyze and select strategic keywords to enhance content visibility.
- Develop engaging, SEO-optimized content, including blog posts, articles, and social media updates.
- Collaborate with the content team to ensure alignment with SEO strategies.
- Leverage AI tools like ChatGPT, Bard, and Bing for content creation assistance.
- Optimize website content, meta tags, and other on-page elements for improved rankings.
- Work with content creators to implement SEO best practices.
- Assist in link-building initiatives to strengthen domain authority.
- Contribute to the development and execution of off-page SEO tactics.
- Monitor website performance using tools like Google Analytics.
- Prepare reports on SEO metrics and recommend areas for improvement.
- Research competitor websites to identify trends and optimization opportunities.
- Stay updated with the latest SEO and digital marketing trends.
- Use tools like Google Search Console to monitor and resolve technical SEO issues.

Skills Required:

- Strong analytical skills with the ability to interpret data and generate insights.
- Effective written and verbal communication skills.
- Familiarity with tools like Google Analytics is a plus..