

FlairTales

Company Description:

<https://www.flairtales.com/>

FlairTales is a one of its kind platform that provides insights into the fast-growing and diversified world of fashion start-ups and to subsequently inspire, educate and motivate fashion entrepreneurs by its cover stories that feature various fashion, beauty, and lifestyle brands and their journeys to carve a niche for themselves and establish globally popular brands. Passionate entrepreneurs, who are determined to convert their vision into highly profitable realities will find FlairTales a constant source of inspiration and wisdom that will help them persist in their mission to make it big in the ever-growing world of start-ups.

Students can send us their CV's on hr@flairtales.com with the mention of the profile they are interested in or your team can also compile all CV's and send them a day after the stated deadline.

Profiles:

1) **Content Writing -**

The intern's responsibilities would include:

1. Developing engaging content for articles, blogs, stories, and social media to entice our audience
2. Proofreading content for errors or additions and ensuring that content is written as per given instructions
3. Researching ideas pertinent to the type of content topic assigned
4. Approach and interview prospects

Stipend: 1000-2000/month

Eligibility: All courses

Location: Work from home

Duration: 2months

Deadline for Applications:15th July

Skills: English Proficiency

Other requirements: Willing to travel to nearby locations to cover events, Devote 6-7 hours a day for the internship

2) **Editorial-**

The intern's responsibilities would include:

1. Read/write content and correct for errors in spelling, punctuation, and grammar
2. Rewrite copy to make it easier for readers to understand
3. Verify facts using standard reference sources
4. Work with writers to help their ideas and stories succeed
5. Plan the content of digital media and publications according to the publication's style and editorial policy
6. Develop story and content ideas while being mindful of the audience
7. Allocate space for the text, photos, and illustrations that make up a story

8. Approve final versions submitted by staff
9. Search blogs, websites, and other sources for story ideas and look for new innovative ways to deliver content relative to viewers

Stipend: 1000-3000/month

Eligibility: All courses

Location: Work from home

Duration: 2months

Deadline for Applications:15th July

Skills: English Proficiency, Devote 6-7 hours a day for the internship

3) **Journalism –**

The intern's responsibilities would include:

1. Collecting and analyzing information about newsworthy events to write a news story for publication
2. Gathering and verifying factual information regarding a story through interview, observation, and research
3. Taking photographs or shooting video using DSLR/high-resolution phone camera to illustrate stories
4. Traveling to nearby event sites for instant coverage
5. Editing videos for broadcast

Stipend: 2000-7000/month

Eligibility: All courses

Location: Work from home

Duration: 2months

Deadline for Applications:15th July

Skills: English Proficiency, Willing to travel to nearby locations to cover events, Devote 6-7 hours a day for the internship

4) **Video Making/Editing**

The intern's responsibilities would include:

1. Create interesting video content for our platforms
2. Edit videos (interviews, shoots, etc.)
3. Create interesting graphics or animations for our platforms

Stipend: 1000-4000/month

Eligibility: All courses

Location: Work from home

Duration: 2months

Deadline for Applications:15th July

Skills: English Proficiency, Willing to travel to nearby locations to cover events, Devote 6-7 hours a day for the internship

5) **Graphic Designing**

The intern's responsibilities would include:

1. Design beautiful creatives for our platforms
2. Design logo/banner/memes for our platforms
3. Design engaging creatives

Stipend: 1000-2000/month

Eligibility: All courses

Location: Work from home

Duration: 2months

Deadline for Applications:15th July

Skills: English Proficiency, Devote 6-7 hours a day for the internship

6) **Media and Public Relations:**

The intern's responsibilities would include:

1. Planning, developing and implementing PR strategies
2. Liaising with, and answering inquiries from media, individuals, and other organizations, often via telephone and email
3. Researching, writing and distributing press releases to targeted media
4. Writing and editing reports on media coverage, case studies, speeches, articles etc.
5. Preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, etc.
6. Managing and updating information and engaging with users on social media sites such as Twitter and Facebook
7. Sourcing and managing speaking and sponsorship opportunities
8. Overseeing content production (adverts, videos, social media and online PR stunts)
9. Arranging press conferences and events
10. Bringing in new business opportunities
11. Managing client relationships

Stipend: 1000-5000/month

Eligibility: All courses

Location: Work from home

Duration: 2months

Deadline for Applications:15th July

Skills: English Proficiency, Devote 6-7 hours a day for the internship

7) Social Media Marketing

Selected intern's responsibilities would include

1. Manage all our official social media pages/accounts and blogs
2. Create and publish content on our social media pages/accounts and blogs
3. Interact with our target audience to build meaningful connections
4. Promote our business on social media and online forums
5. Create and run marketing campaign/quiz to engage our target audience

Stipend: 1000-3000/month

Eligibility: All courses

Location: Work from home

Duration: 2 months

Deadline for Applications: 15th July

Skills: English Proficiency, Devote 6-7 hours a day for the internship

8) Digital Marketing:

Selected intern's responsibilities include:

1. Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
2. Design, build and maintain our social media presence
3. Identify trends and insights, and optimize spend and performance based on the insights
4. Write and optimize content for the email marketing campaigns, blogs and social networking accounts such as Facebook and Twitter
5. Work on the search engine optimization of the website(s)
6. Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments, particularly developments in mobile marketing
7. Measure and report performance of all digital marketing campaigns, and assess goals (ROI and KPIs)

Stipend: 1000-3000/month

Eligibility: All courses

Location: Work from home

Duration: 2 months

Deadline for Applications: 15th July

Skills: English Proficiency, Devote 6-7 hours a day for the internship

9) Human Resources

Selected Intern's job responsibilities would be:

1. Managing the recruitment and selection process
2. Maintaining the work structure by updating job requirements and job descriptions for all positions
3. Developing policies and maintaining documentation

Stipend: 1000/month

Eligibility: All courses

Location: Work from home

Duration: 2months

Deadline for Applications:15th July

Skills: English Proficiency, Devote 6-7 hours a day for the internship

10) Campus Ambassador

Selected intern's job responsibilities would be:

1. Submit events to the campus calendar for posting on the campus intranet
2. Create and hang banners in the student centre/cafeteria to announce our events or promote our brands,
3. Develop your own creative ideas to assist in campus outreach efforts and identify the types of events most likely to engage students' imaginations and interests, and strategies to encourage attendance
4. Individually contact prospective students via email and/or social media and contribution to our social media activities
5. Contribution to promotional materials (such as programmer brochures, website profiles, videos or media articles) by attending photo shoots, film shoots or providing written content such as quotes and completed questionnaires
6. Participation in focus groups and market research

Stipend: Performance based

Eligibility: All courses

Location: Work from home

Duration: 2months

Deadline for Applications:15th July

Skills: English Proficiency

Rewards and incentives:

1. Candidates will get fixed stipend and Incentives of Rs 1000/lead conversion
2. Candidates will get program completion certificate

Learning opportunities:

1. Opportunity to learn leadership skills from entrepreneurs
2. Live training and industry exposure

Selection procedure:

1. Candidates will have Interviews (2 rounds)
 2. Students preferably from fashion and media schools
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