



Organization:	KARYAN INFOTECH
Job Title:	HR/WEB DEVELOPER/MARKETING
CTC:	15K
Location:	PATNA
Departments Eligibility:	Management / IT
Course Eligibility	BBA/MBA /BCA/MCA
Student Gender Preference:	Male/Female

General Job Description

HR

- **Recruitment and Hiring:** Sourcing candidates, conducting interviews, and making job offers.
- **Employee Onboarding :** Ensuring smooth transition for new hires, providing necessary training and support.
- **Policy Development and Implementation:** Creating, updating, and communicating organizational policies and procedures.
- **Employee Relations:** Managing conflicts, mediating disputes, and promoting positive employee relationships.
- **Training and Development:** Providing training, workshops, and development opportunities to enhance employee skills and knowledge.
- **Performance Evaluation:** Conducting regular performance evaluations, providing feedback, and identifying areas for improvement.
- **Employee Well-being:** Promoting work-life balance, employee health, and wellness initiatives.
- **Data Management:** Maintaining accurate employee records, tracking HR metrics, and analyzing data to inform HR decisions.

Marketing

- **Market Research:** Conducts research to understand target audiences, industry trends, and competitors .:
- **Campaign Development:** Develops and executes marketing campaigns across various channels, including digital, social media, email, and traditional media.
- **Content Creation:** Creates engaging content, such as blog posts, videos, and graphics, to attract and retain customers.
- **Brand Management:** Maintains and enhances the brand's identity, messaging, and overall marketing strategy.
- **Analytics and Reporting:** Tracks and analyzes marketing metrics, such as website traffic, engagement, and conversion rates, to measure campaign effectiveness.
- **Budget Management:** Manages marketing budgets, allocates resources, and ensures ROI on marketing investments.
- **Team Collaboration:** Works with cross-functional teams, such as sales, product, and customer service, to align marketing efforts with business goals.

WEB DEVELOPER

- **Front-end development:** Creating user interfaces, layouts, and visual elements using HTML, CSS, JavaScript, and frameworks like React or Angular.
- **Back-end development:** Building server-side logic, database integration, and API connectivity using languages like Python, Ruby, PHP, or Node.js.
- **Full-stack development:** Handling both front-end and back-end development.
- **Testing and debugging:** Ensuring website functionality, performance, and security.
- **Maintenance and updates:** Updating websites, fixing issues, and improving performance.

Eligibility

Management/IT

BBA/ MBA/BCA/MCA

SPECIALIZATION : MARKETING/HR

Fresher

Bachelor's degree in relevant field (Computer Science for Web Developer, Human Resources/Business for HR, Marketing/Business for Marketing).

Strong communication and problem-solving skills

Able to professionally and confidently communicate .

Excellent analytical and time management skills & the ability to call.

Ability to work collaboratively in a team.

Job Reviewed by: Director, Training & Placement**Job Approved by: Director, Training & Placement****Job opportunity provided through: Training and Campus Placement Department****Date: 05/05/2025**