

# ERU ENTERPRISE PVT. LTD.

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3B, CAMAC STREET MANASAROWAR APARTMENT 2<sup>ND</sup> FLOOR KOLKATA 700016

To,  
**Ms. Aanchal Giri,**  
Student of Scottish Church College,  
Kolkata

**Date:** 19<sup>th</sup> May, 2021

Dear Aanchal,

We are pleased to offer you the position of Business Development Executive with **ERUDITE**.

**Please find the following confirmation of the job specifics:**

**Position Title:** Business Development Executive

**Start Date:** 20th May 2021

**Working Hours:** 9 Hours per day (One-day week off in a week)

**Salary:** Rs. 8000 per month (+Rs. 1000 conveyance will be provided when office re-opens)

**Mode of Work:** Online (Work from Home till the pandemic scenario improves)

**Notice Period:** One month

**Job Responsibilities: Your day-to-day responsibilities will include the following:**

- Identify new digital marketing trends and ensure that the brand is in front of current industry developments.
- Promote the company & its product and services in the digital space.
- Responsible to conduct webinars in different colleges.
- Collect prospective leads from various sources.
- Develop and manage digital marketing campaigns
- Enhance brand awareness in the digital space.
- Lead a team of students who can generate leads and arrange webinars.

Should you have any queries regarding the job details, you can reach out to Mr. Arghya Banerjee by phone (8918458903) or by email ([arghya.banerjee@erudite.in](mailto:arghya.banerjee@erudite.in)), or, you can reach out to me by phone (9836460079) or by email ([santanu.ray@erudite.in](mailto:santanu.ray@erudite.in)).

Sincerely,



Santanu Ray

(Sr. Manager - Business Development)  
Erudite.