Rajiv Gandhi University of Knowledge Technologies

Job Announcement and Schedule of **FASTPIX.IO**

The T&P Team wishes to inform about a career opportunity at **FASTPIX.IO. Fastpix** would like to hire B. Tech. **Graduates from class of 2024** to join their team as **Content and Product Marketing Interns.**

Content and Product Marketing Intern

Software needs more than just great developers. It needs equally great marketers. So that software once built can attract audience attention. Because a software's success depends much on attracting, retaining, and converting attention. As Made-in-India-for-the-World software continues its ascent, marketing is already a rewarding career and will continue to rise in prominence.

Some housekeeping first, digital marketing is NOT software marketing. Software marketing, especially for B2B, has three fundamental flavors – content marketing, product marketing, growth marketing. In minimal terms, Product marketing is about communicating the product and its benefits to the audience. Content marketing is telling the story of your company and brand to engage prospects, customers, and partners. Growth marketing is about launching, tracking, and optimizing campaigns across multiple channels to move prospects and customers down the funnel.

This role is about product and content marketing in B2B software. An opportunity to explore, learn and contribute to our ongoing efforts.

Key Responsibilities:

- Develop, write, and maintain high-quality technical documentation, including product user manuals, how-to guides, API documentation, tutorials, and knowledge base resources.
- Create blog articles/tutorials about different features of the product, how users can use them.
- Collaborate with engineers, product managers, and other stakeholders to gather information and ensure the accuracy of technical content.
- Edit, proofread, and revise content to ensure clarity, coherence, and adherence to style guidelines.
- Create and maintain content templates and style guides.
- Conduct research to stay up to date with industry trends and advancements.
- Manage multiple projects simultaneously and deliver content on time.
- Ensure all content is SEO-friendly and optimized for relevant keywords.

Qualifications:

- Interested in developing career in technical marketing, dev advocacy or product management.
- Bachelor's degree in computer science, Communications, or a related field; or working towards it.
- Basic knowledge of programming languages such as Python, Java, or JavaScript.
- Excellent writing, editing, and proofreading skills.
- Strong understanding of technical concepts in software development and the ability to explain them in simple terms.
- Ability to work independently and collaboratively in a fast-paced environment.
- A flair for writing and growth mindset

How to Apply: If meet the eligibility criteria and interested about this opportunity, please apply through the Training & Placement Portal (https://tpcrt.rf.gd) by **June 5, 2024, 4:00PM.**

Important Information:

-Food and Accommodation: Please note that participants are responsible for their own food and accommodation arrangements. Plan accordingly.

Certainly! Here's a brief and clear notification for the FASTPIX recruitment drive:

FASTPIX Recruitment Drive Schedule for the both the roles (Associate Software Engineer and Marketing)

Date: **June 7, 2024**

Time: **11:00 AM to 1:30 PM**

Venue: **RGUKT-Basar Campus**

We look forward to your participation!

Sd/-

 T & P Office