

WALNUT KNOWLEDGE SOLUTIONS PVT LTD.
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*Walnut
Knowledge
Solutions*

MARKET OUR OFFERINGS TO SCHOOLS, COLLEGES AND CORPORATES!

Position: Marketing Associate

Location: Bengaluru

Who are we?

Walnut Knowledge Solutions Pvt. Ltd. is an educational company that aims to bring about curiosity and awareness among children and adults through the use of questions and storytelling. We are trying to solve primary issues of education such as motivation, general awareness and providing context through our various interventions.

We're the first and only organization to conduct a quiz in the Antarctic peninsula and have a [Limca Record](#) for the same!

We are currently running our flagship QShala program for children across schools. Apart from this, we conduct quizzes for colleges and a range of corporates.

What is QShala?

QShala is a program where we use questions, stories, and curiosity-centered activities to help children broaden their horizons about what's happening in the world, and in the syllabus as well. It also focuses on enhancing one's personality by placing emphasis on how to read, write, listen and speak better.

The QShala philosophy is to pique curiosity and independent thinking. The content and activities are created to provide children with increased exposure to the world around them, allowing for an increase in interest in their existing curriculum.

We are actively looking to expand our offline experience to more schools. We are looking for people who are passionate about sparking curiosity and inspiring young learners.

What does a Marketing Associate do?

We are actively looking to expand our marketing function for our organization. We are looking for people who are passionate about sparking curiosity about our brand and inspiring applicable audiences about our offerings.

- 1) Marketing QShala and all our offerings to our relevant stakeholders across



- all (online and offline) channels;
- 2) Create interesting/engaging content, especially for social media and provide hands-on support for branding collaterals.

Since we're a start-up, the new hire may also be expected to work with us on peripheral activities such as content and operations.

What are her/his responsibilities?

- 1) Ideate and execute implementable ideas for our offerings and the brand to be marketed;
- 2) Create suitable, crisp content for social media platforms as part of digital and online marketing;
- 3) Writing copy for all marketing collaterals, including brochures, letters, emails and websites;
- 4) Utilize social media platforms to develop and oversee marketing campaigns;
- 5) Conduct research and analyze data to identify and define patterns and audiences.

What are the qualifications required?

- 1) Any undergraduate degree is sufficient (but if find yourself under-qualified, or have dropped out of college for whatever reason but are passionate to solve fundamental issues facing the education system, you are welcome as well);
- 2) Strong written communication skills;
- 3) Ability to learn quickly on the job and have a results-driven approach;
- 4) Strong work ethic and attention to detail.
- 5) Should be comfortable with all social media platforms and MS Office;

Above all, the applicant should be passionate about the program and should ideally share our vision for the organization.

What is the compensation we offer?

For freshers, we offer a CTC of Rs. 2.7 - 3.5 lakh per annum which includes a performance bonus. Your take home salary would be anywhere between Rs. 20,000/- to Rs. 25,000/- per month, depending upon your profile, role and capability.

How to apply to us?

If you think that you are suited to work with us at Walnut, then write to us [here](#) with:

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1. Your qualifications/ updated CV;
2. A short statement of intent;
3. Your contact information.

You can also direct any other queries that you have to at work@walnuts.co.in.

Why should you work for us?

- 1) We're solving a critical problem for the future. We're on a mission to make children curious again, about their subjects, and about the world!
- 2) Our office is in Indiranagar. You'll be a step away from the nicest restaurants and extremely close to all public transit options.
- 3) We're a team of curious, smart, fun and driven people, join us!

Something more about us?

QShala runs in more than 50 private and government schools in Bengaluru, Delhi, Pune, Chennai and Mumbai. Schools include The International School - Bengaluru, Heritage Xperiential Learning School - Gurugram, National Public Schools, Shiv Nadar Schools - NCR, Vidyashilp Academy, Sri Kumarans Childrens Home, Mallya Aditi, among others. Both students and their parents are delighted with the program. You can hear them talk about it in this [video](#).

Apart from QShala, Walnut Knowledge Solutions has conceptualized and conducted knowledge properties such as the Swachh Quiz for the Government of Karnataka (reaching out to 30,000+ children across Karnataka), Ascendas BizQuiz (engaging employees of 300+ companies across the Ascendas technology parks) and ConQuest (engaging 3,000+ college students across India), among others.

We have also been knowledge partners and conducted quizzes across the IITs, IIMs, BITS, Christ University, and Symbiosis Law School, among others.

