



BD Intern – Sales & Marketing Specialist

Job Description

Company : Non Engineers

Position: Business Development Intern

Department: Sales & Marketing

Employment Type : Internship (3 months)

Working Days : 5 Days per week

Location: On-Site / Hybrid

Stipend : ₹ 8,000/- to ₹ 10,000/- per month + upto ₹ 30,000/- Performance Bonus

Application Deadline: 15th January 2026

Expected Start Date: Immediate Joiners

About Non Engineers

Non Engineers is India's most affordable and advanced job-guaranteed training company specializing in BFSI (Banking, Financial Services, and Insurance) sector careers. Based on our proven track record with successful placements achieving 2.80 LPA average CTC and 3.80 LPA highest CTC, we are committed to transforming careers through comprehensive skill development programs. Our mission is to make quality professional training accessible to all non-engineering graduates and help them secure well-paying jobs in the BFSI sector. With our 100% job guarantee policy and proven placement network, we have established ourselves as a trusted name in career transformation.

Website: nonengineers.in

Position Overview

The role focuses on building and expanding strategic partnerships with undergraduate and postgraduate colleges in Bangalore, primarily targeting non-engineering students. The position is responsible for establishing formal college tie-ups, managing long-term institutional relationships, and driving student outreach initiatives. It involves regular campus engagement, collaboration with college authorities, and execution of events to promote BFSI career pathways and training programs. Additionally, the role supports student acquisition through counseling, lead generation, enrollment assistance, and database management, while contributing to marketing and brand awareness efforts across the academic ecosystem.

Key Responsibilities

A. College Partnership Development (60%):

1. College Identification & Research: Identify and research UG and PG colleges in Bangalore that align with our target demographic (non-engineering students).
2. Partnership Negotiations: Initiate contact with college administrators, placement officers, and department heads to establish formal tie-ups.
3. MOU Development: Work with legal and management teams to draft and finalize Memorandums of Understanding with partner colleges.
4. Relationship Management: Maintain ongoing relationships with college partners to ensure smooth collaboration and mutual benefits.
5. College Visits: Regular on-campus visits to build rapport with faculty, placement cells, and student communities.
6. Partnership Expansion: Continuously identify new partnership opportunities and expand our college network across Bangalore.

B. Student Acquisition & Outreach (25%):

1. Campus Events: Organize and conduct information sessions, workshops, and career guidance seminars at partner colleges.
2. Student Counseling: Provide career counseling to students about BFSI sector opportunities and our training programs.
3. Lead Generation: Generate qualified leads from college students interested in BFSI training and job placements.
4. Application Assistance: Guide students through the application and enrollment process for our training programs.
5. Follow-up Management: Maintain consistent follow-up with prospective students until enrollment completion.
6. Student Database Management: Build and maintain comprehensive database of student contacts and their preferences.

C. Marketing & Promotional Activities (15%):

1. Marketing Materials: Create and distribute brochures, flyers, and promotional materials specifically for college audiences.
2. Digital Campaigns: Support social media campaigns targeted at college students and academic communities.
3. Event Coordination: Coordinate with colleges to participate in career fairs, placement drives, and educational exhibitions.
4. Testimonial Collection: Gather success stories and testimonials from our alumni for use in college presentations.
5. Brand Awareness: Increase Non Engineers' brand visibility and reputation among Bangalore's academic community.

Required Qualifications

Educational Background

- Recently completed a Bachelor's/Master's degree in any discipline, Business Administration, Psychology, Commerce, or any related field
- Strong academic record with genuine interest in sales & Marketing and career development

Core Skills & Attributes

- **Communication Excellence:** Outstanding verbal and written communication skills in English and Hindi (additional regional languages are a plus)
- **Smart & Quick Learner:** Ability to quickly understand BFSI job requirements, candidate profiles, and market dynamics
- **AI Tool Proficiency: MANDATORY requirement** - Must have working knowledge of AI tools including ChatGPT and Perplexity

Personal Qualities

- **Results-Oriented:** Strong drive to achieve sales targets and ensure our job guarantee promise is fulfilled
- **Empathetic:** Understanding of job students challenges and ability to provide emotional support during the job search process
- **Persistent:** Resilience in handling rejections and ability to maintain motivation
- **Professional:** Maintains confidentiality and represents Non Engineers professionally
- **Team Player:** Collaborative approach with ability to work independently when required

Technical Requirements

MANDATORY: Personal Laptop with Efficient Configuration

You **MUST** have your own laptop meeting the following minimum specifications:

Minimum Required Configuration:

- Processor: Intel Core i3 (12th Gen or newer) / AMD Ryzen 3 (3000 series or newer)
- RAM: 8GB DDR4 (16GB recommended for better multitasking)
- Storage: 256GB SSD (512GB recommended)
- Operating System: Windows 11 or macOS (latest version)
- Display: 13.3" - 15.6" Full HD (1920x1080) minimum
- Battery Life: Minimum 6-8 hours for full workday productivity

Recommended Configuration for Optimal Performance (Optional):

- Processor: Intel Core i7 (13th/14th Gen) / AMD Ryzen 7
- RAM: 16GB DDR4/DDR5
- Storage: 512GB SSD or higher
- Additional Features: Backlit keyboard, fingerprint sensor, dedicated graphics card (optional)

Additional Requirements:

- Stable Internet Connection: Minimum 25 Mbps download speed
- Backup Power: UPS or power bank for uninterrupted work
- External Accessories: USB headset/earphones for clear communication during calls
- Data Security: Antivirus software and backup solutions

Application Process

Click on **Apply** button and fill the form with your updated resume.

Selection Process

- Resume and laptop specification screening
- AI tools proficiency assessment (practical test using ChatGPT and Perplexity)
- Communication skills evaluation (written + verbal + video call)
- BFSI sector knowledge assessment
- Final interview with Panel and HR Head
- Reference checks and verification

Work Schedule & Commitment

- Duration: 2 months internship with high potential for full-time conversion
- Working Hours: 10 AM - 7 PM (1 Hour Lunch Break)
- Work Mode: On-Site/Hybrid
- Start Date: Immediate joining preferred

Equal Opportunity Employer

Non Engineers is committed to creating an inclusive environment where all team members feel valued and empowered. We welcome applications from candidates of all backgrounds and encourage diversity in our workplace, especially supporting non-engineering graduates in their career transformation journey.

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Expected Start Date: Immediate Joiners

Contact Information:

 **Email:** contact@nonengineers.in

 **Support:** support@nonengineers.in

 **WhatsApp:** +91 8147987770

 **Website:** nonengineers.in

Join us in our mission to transform careers and lives through meaningful job placements in the BFSI sector with 100% job guarantee!