



# KOHSAR UNIVERSITY MURREE

## OFFICE OF THE REGISTRAR



### SITUATION VACANT

Punjab Information Technology Board (PITB) has established E-Rozgar Training Center at Kohsar University Murree. The University invites applications for Master Trainer of E-Rozgar Program at KUM for a period of **three (03) months**.

TITLE OF POST	TRAINER	
CRITERIA	Age	45 Years Maximum
	Qualification	Higher Secondary Education or above
	Experience	Minimum 2 years of professional freelancing work experience with a well-reputed profile on freelancing portals or a proven experience in case of direct clients. Teaching/Training experience will be preferred.
	Domain Wise (5 Domains)	<ol style="list-style-type: none"><li><b>1. <u>Graphic Design Domain:</u></b> Freelancing basics, Adobe Photoshop, illustrator, InDesign, Logo Design, Web Design, SEO, Content Marketing, SMM, Blogging, Content Writing etc</li><li><b>2. <u>E-Commerce Domain:</u></b> Freelancing basics, Shopify store creation and management, Woo commerce store creation and management drop shipping, Local Ecommerce, Marketing Shopify or Woo Commerce store via Facebook/Instagram and other digital marketing techniques, Amazon, eBay, Virtual Assistant related.</li><li><b>3. <u>Content Marketing and Advertisement:</u></b> Freelancing basics, Digital and Content Marketing, SEO, Social Media Marketing, Content Writing and Content Management and related tools.</li><li><b>4. <u>Social Media Marketing Domain:</u></b> Freelancing basics, SEO, Content Marketing, SMM, Blogging, Content Writing</li><li><b>5. <u>Technical (Web Development Basics):</u></b> Freelancing basics, PHP, Word Press, Web Development, etc.</li></ol>

#### Main Responsibilities:

- Conduct daily classes as per the schedule for respective domains.
- Teaching students freelancing and proposal writing skills.
- Creating profiles of all students on freelancing portals.



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- Teaching different tools as per student domains.
- Conducting class activities as per designed course.
- Taking quizzes and assignments.
- Submitting a final report containing success stories of students of each batch to the concerned line manager.
- Conduct awareness sessions when applications are open for centers.
- Preparing course outlines and update course curriculum as per need.
- Participation in events to generate new applications.

### **Key Performance Indicators (KPIs):**

- Students freelancing profiles on freelancing portals, number of Students Earning and Total Earning of every batch.
- Maintaining class retention by engaging students with course content and knowledge.
- Providing guidance to trainees on freelancing portals and helping/supporting them how to manage profile.
- Taking makeup classes as per the requirements.
- Conducting awareness sessions when applications are open for centers.
- Efficient in online and physical modules if required.
- Submit student earning details, profiles on freelancing portals and reports at the end of every batch.

### **How to Apply:**

Submit the cv via email address: [hrdepartment@kum.edu.pk](mailto:hrdepartment@kum.edu.pk)