

CliniLaunch, India  
Placecom Selection Document

**Introduction: What is Placecom?**

The Placement Committee (Placecom) is an essential component of our institution, dedicated to ensuring the smooth execution of the placement process. Placecom members are selected students who play a critical role in bridging the gap between the student body and potential employers. This document outlines the roles and responsibilities of Placecom members.

**Who are Placecom Members?**

Placecom members are students chosen through a selection process based on their leadership abilities, communication skills, and commitment to supporting their peers' career growth. These members are responsible for managing various aspects of the placement process while balancing their academic responsibilities.

**Roles and Responsibilities**

**1. Company Liaison**

- **Building Relationships:** Establish and maintain connections with companies and recruiters to invite them for campus recruitment.
- **Coordinating Recruitment Drives:** Organize and schedule on-campus interviews, job fairs, and recruitment events.
- **Communication with Employers:** Serve as the primary point of contact between the institution and employers, ensuring clear and effective communication.

**2. Student Guidance and Support**

- **Resume Assistance:** Help students create and enhance resumes to meet industry standards.
- **Interview Preparation:** Organize mock interviews, group discussions, and workshops to prepare students for recruitment.
- **Career Counseling:** Provide guidance on career paths, job roles, and industry trends.

**3. Event Management**

- **Pre-Placement Talks (PPTs):** Arrange sessions for companies to present their profiles and job opportunities to students.
- **Workshops and Seminars:** Organize events to improve students' employability skills.
- **Logistics Coordination:** Manage logistics for placement events, including venue booking and equipment setup.

**4. Database and Documentation Management**

- **Student Database:** Maintain a current database of student profiles, resumes, and academic records.
- **Company Database:** Keep track of company contacts, job openings, and recruitment details.
- **Documentation:** Prepare documents such as MoUs, placement reports, and feedback forms.

**5. Communication and Coordination**

- **Internal Communication:** Ensure effective communication of placement-related information to students and faculty.
- **Scheduling:** Manage the timeline of placement activities and ensure adherence to deadlines.
- **Feedback Collection:** Collect feedback from recruiters and students to improve the placement process.

**6. Promoting Opportunities**

- **Job Notifications:** Regularly update students on job openings, internships, and other opportunities.

- **Industry Awareness:** Inform students about industry trends and expectations to help align their career goals.

## 7. Marketing and Branding

- **Promoting the Institution:** Enhance the institution's visibility and reputation among recruiters.
- **Placement Brochure:** Assist in creating and distributing a placement brochure that highlights the institution's strengths and achievements.
- **Social Media Promotion:** Actively promote the institution on social media platforms like LinkedIn, Instagram, and others to increase followers, engagement, and brand awareness. Share updates on placement activities, guest sessions, student achievements, and other events to attract attention and build a strong online presence.

## 8. Ethical and Professional Conduct

- **Confidentiality:** Handle sensitive information such as student data and job offers with discretion.
- **Professionalism:** Represent the institution professionally in all interactions with companies and stakeholders.

## 9. Continuous Improvement

- **Post-Placement Analysis:** Conduct surveys and feedback sessions to evaluate the placement process and identify areas for improvement.
- **Strategy Development:** Collaborate with the placement office to develop strategies for enhancing placement outcomes.

## 10. Fast Forward Guest Sessions

- **Identifying Speakers:** Actively seek and invite industry leaders, professionals, and alumni to speak at the Fast Forward Guest Sessions.
- **Coordinating Sessions:** Manage the logistics and coordination of these sessions, including scheduling, communication with speakers, and event promotion.
- **Promoting the Sessions:** Ensure that students are informed about upcoming sessions and encourage participation to maximize the benefit of these learning opportunities.

Regards

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