



सत्यमेव जयते

Dr. Ambedkar International Centre

Department of Social Justice & Empowerment
Ministry of Social Justice & Empowerment
Government of India

WALK IN INTERVIEW: CONSULTANT (DIGITAL MEDIA)

Applications are invited from eligible candidate for the post of **Consultant (Digital Media)** on Contract Basis at Dr. Ambedkar International Centre (DAIC), Ministry of Social Justice and Empowerment, 15, Janpath, New Delhi-110001.

Post: Consultant (Digital Media)

No. of Vacancy: 01

Consolidated Consultancy Fee: Rs. 50,000/- per month.

Please visit the official websites <https://daic.gov.in> and <https://socialjustice.gov.in/> for details like Eligibility Criteria, Application Form etc. All eligible candidates are requested to bring 2 Sets of Photo Copy of the documents i.e. Application Form, Identity Proof, updated CV and all documents related to qualifications and work experiences on the date of interview.

Date of Walk-In-Interview – 27.10.2023 (Reporting Time: 09:30 am at Dr. Ambedkar International Centre, 15, Janpath, New Delhi-110001).

(Vikas Trivedi)

Director, DAIC/DANM
Ph. 011-23477479/499

विकास त्रिवेदी /VIKAS TRIVEDI
निदेशक /Director
डॉ. अम्बेडकर अंतर्राष्ट्रीय केन्द्र
Dr. Ambedkar International Centre
सामाजिक न्याय और अधिकारिता मंत्रालय
Ministry of Social Justice & Empowerment
भारत सरकार, नई दिल्ली
Government of India, New Delhi

Post: Consultant (Digital Media)

- a. **Essential Qualifications:** Any Graduate / Post-graduate, Certified in Digital Marketing / Graphic Designing with minimum 3 years and above of post-qualifications experience.
- b. **Age:** Not exceeding 40 years as on 01.09.2023
- c. **Desirable Qualifications:**
 - i. Bachelor's or Master's degree in Graphic design/ visual Communication, or equivalent diploma degree.
 - ii. Experience as a graphic designer & video editing or in a related field.
 - iii. Experience in managing organizations social media presence across platforms (Linkedin, YouTube, FB and Instagram).
 - iv. Experience with After Effects, Premiere Pro, Animate, etc.
 - v. A keen eye for details and passion for delivering high-quality work
 - vi. Experience as a graphic designer & video editing or in a related field. Excellent communication skills (in English & Hindi)
 - vii. Adept in Adobe illustrator, Photoshop, Corel Draw, After Effects
 - viii. Proficiency in visual design software, especially Adobe Creative Suite & Photoshop and Illustrator with working knowledge of Video editing Soft wares like Premiere Pro/Aftereffects etc.
 - ix. Experience in building strategy across all current social media platforms like Facebook, Google, Instagram, Telegram, LinkedIn, YouTube, Twitter, etc. Page, Social Media Post, Social Media Emailers, Corporate Identity, Banner, Poster, and Brochure Design.
 - x. Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns.
 - xi. Knowledge of website and marketing analytics tools (e.g., Google Analytics, Net Insight, Omniture, Web Trends, SEF 4 Push, etc.)
 - xii. Experience in setting up and optimizing PPC campaigns on all major search engine.
 - xiii. Fluency in Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.)
- d. **Responsibilities:**
 - i. Build strategy across all current social media platforms like Facebook, Google, Instagram, Telegram, LinkedIn, YouTube, Twitter, etc.
 - ii. Create new designs like - icon creation, Landing Page, Social Media Post, Social Media Emailers, Corporate Identity, Banner, Poster and Brochure Design.

- iii. Understand creative briefs.
- iv. Recommend innovative design ideas.
- v. Apply colour theory, typography, and design rules to creative.
- vi. Adapt designs for digital mediums and social media
- vii. Brainstorm ideas with creative & strategy teams.
- viii. Develops digital marketing strategy
- ix. Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
- x. Builds, and maintains social media presence.
- xi. Measures and reports performance of all digital marketing campaigns and assesses against goals.
- xii. Identifies trends and insights and optimizes spend and performance based on the insights.
- xiii. Brainstorms new and creative growth strategies through digital marketing.
- xiv. Plans, executes, and measures experiments and conversion tests.
- xv. Collaborates with internal teams to create landing pages and optimize user experience.
- xvi. Other duties as assigned, by the Director, DAF.

APPLICATION PROFORMA

1. Name and Address (In Block Letter).....
2. Applied for the post of
3. Date of Birth (in Christian era).....
4. Educational Qualifications (a) (b) (c).....
5. Whether belongs to SC/ST/OBC/EWS/PwD
6. Mobile Number/ E-mail.....
7. Date of retirement under Central/State Government rule.....

(In case of retire persons only, Not required for Young Professionals)

8. Education/ Experience possessed (Attach documents/certificates in support of your claims):-

Qualifications/Experience Required (as per advertisement)	Qualifications/Experience (as possessed by the Candidate) (with certificate)
Educational Qualifications:-	Educational Qualifications:-
(a)	(a)
(b)	(b)
Experience:-	Experience:-
(a)	(a)
(b)	(b)

9. Details of employment, in chronological order (enclose a separate sheet, duly authenticated by your signature, if the space below is insufficient)

OFFICE/ INSTITUTE/ ORGANIZATION	POST HELD & SERVICE/ CADRE TO WHICH BELONGS/ YOUNG PROFESSIONALS TO GIVE THEIR EQUIVALENT DETAILS	FROM	TO	PAY IN THE PAY BAND & CLASSIFICATION OF POST/CTC DRAWN BY YOUNG PROFESSIONALS PER ANNUM	NATURE OF DUTIES
(1)	(2)	(3)	(4)	(5)	(6)

10. Nature of Present employment (Ad-hoc/ Regular/ Contractual/ Temporary basis)

11. Any Additional Qualification/ Experience/ Skills candidates wants to highlight

.....
..... (Add additional sheet if space not sufficient)

12. I (Name)..... S/o, D/o(Father's Name).....,

Identity Card Number (Any Govt. of India issued photo identity card

i.e. AADHAR, PAN, Passport, Driving License etc. to be submitted along with application duly attested).

It is certify that above information is/are best of my knowledge, in case of furnishing of incorrect information
and suppression of facts legal action may be taken against me and my candidature to be cancelled.

(Signature of Candidate)