



सत्यमेव जयते

## Dr. Ambedkar International Centre

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

### WALK IN INTERVIEW: CONSULTANT

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

S.No.	Name of Post	No. of Vacancy	Consolidated Consultancy Fee
1.	Consultant (Media & Communication Associate)	01	Rs. 1,00,000/-
2.	Consultant (Digital Media)	01	Rs. 50,000/-

Please visit our official websites [daic.gov.in](http://daic.gov.in) and [socialjustice.nic.in](http://socialjustice.nic.in) for details like Eligibility Criteria, Application Form etc. all eligible candidates are requested to bring their identity proof, updated CV and documents related to qualifications and work experiences along with Application Form.

**Date of Walk-in Interview – 13 September, 2022.**

**Reporting Time: 09:30 am** at Dr. Ambedkar International Centre (DAIC), Ministry of Social Justice and Empowerment, Government of India, 15, Janpath, New Delhi-110001.

  
(Vikas Trivedi)

Director, DAIC

Ph. 011-23477499

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  
Govt. of India, New Delhi

## **Post: Consultant (Media & Communication Associate)**

### **a. Essential Qualifications:**

- i. Masters in Media/ Public Relations/ Communication /Advertising/Journalism or similar relevant field.
- ii. At least 10 years of professional level experience, with a background in Communications/ Journalism/Advertising preferred.
- iii. Excellent writing and editing skills. Strong verbal and written communication skills in **Hindi and English**. Good copywriting, editing and proof-reading skills, with correct grammar in Hindi and English.
- iv. Excellent Microsoft Office skills (particularly Word, Excel and PowerPoint). Experience with communications tools and channels and familiarity with other software.

b. **Age:** Not exceeding 40 years as on 01.09.2022

### **c. Responsibilities:**

- i. Functions may include conceptualizing, developing, designing, producing, editing, and directing media projects; or the operation, maintenance and/or oversight of media facilities, production, and distribution-related activities.
- ii. Develop content and direct creative execution to provide a consistent, targeted, and impactful message across all communication channels.
- iii. Build creatives and develop communication for all social media platforms, namely Twitter, LinkedIn, Instagram and Facebook, that is result-oriented.
- iv. Build in-house graphic designs, social media messages, and digital marketing messages as integral to the communication strategy planning and execution.
- v. Edit releases, coordinating press events, and Coordinate efforts to cultivate strong relationships with key media partners to ensure smooth delivery and providing day-of event support, coordinate Public Relations, and Communications activities when required.
- vi. Plan, edit and write high quality creative communication material/content through your own work and working through others in the team, for a variety of internal communications mediums, monthly magazine/newsletter, or regular email bulletins, ensuring the most effective channels and tactics are used within stand-alone and on-going communications so

- communication is clear and aligned with our business strategy. You may also be required to work on the layout of content.
- vii. Maintain and update engagement platforms including the intranet/blog. Handling of staff intranet with regular updates as soon as press releases, twitter updates and internal updates are published. Manage and continuously improve overall channel infrastructure, utilizing insight from evaluation to ensure effective targeting of messages. Regularly audit channel requirements to ensure they are a good fit for our culture and strategies.
  - viii. Other duties as assigned, by the Director, DAF.

### **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 01.09.2022
- c. **Desirable Qualifications:**
  - i. Bachelor's or Master's degree in Graphic design/ visual communication, or similar.
  - ii. Experience as a graphic designer & video editing or in a related field.
  - iii. Experience in managing organisations 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.
  - x. Experience in creating new designs like - icon creation, Landing Page, Social Media Post, Social Media Emailers, Corporate Identity, Banner, Poster, and Brochure Design.

- xi. Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns.
- xii. Knowledge of website and marketing analytics tools (e.g., Google Analytics, Net Insight, Omniture, Web Trends, SEM Rush, etc.)
- xiii. Experience in setting up and optimizing PPC campaigns on all major search engine.
- xiv. 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, 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)
<b>Educational Qualifications:-</b>	<b>Educational Qualifications:-</b>
(a)	(a)
(b)	(b)
<b>Experience:-</b>	<b>Experience:-</b>
(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)