



## **Dr. Ambedkar International Centre**

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

### **Walk-In-Interview for the post of Consultant (Digital Media) at DAIC**

Applications are invited for engagement to the post of Consultant, Digital Media (No. of Post: One) at Dr. Ambedkar International Centre on Contract Basis. Please visit the official websites <https://daic.gov.in/administration.html> and <http://socialjustice.gov.in> for details like Eligibility Criteria, Application Form etc. All eligible candidates are requested to bring two 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 day of walk-in-interview.

Date of Walk-In-Interview: 20/11/2024 (Reporting Time 09:30 am to 12:00 noon at Dr. Ambedkar International Centre, 15, Janpath, New Delhi – 110001).

**(Akash Patil)**

Director, DAIC/DANM

Ph. 011-23477499/23477479

## Vacancy Circular for the Post of Consultant (Digital Media) on Contract Basis at DAIC

Dr. Ambedkar International Centre is an autonomous body under the aegis of Ministry of Social Justice & Empowerment. DAIC invites application for filling up the post of Consultant, Digital Media on contract basis in Dr. Ambedkar International Centre, Department of Social Justice and Empowerment, New Delhi on contract basis from suitable candidates who fulfill the eligibility conditions and meet the qualification, age and responsibility etc as noted below:-

2. **Essential Qualification:** Any Graduate/Post-Graduate, Certified in Digital Marketing / Graphic Designing with minimum 3 years and above of post-qualification experience.
3. **Age:** Not exceeding 40 years as on 31.10.2024.
4. Consolidated Consultancy Fee is Rs. 50,000/- (Rupees Fifty Thousand only) per month.
5. Period of engagement initially for a period of one year from the date of joining which may be extendable on their performance and the basis of requirement of DAIC.
6. **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 platform (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 Software 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, Power Point, etc.)

7. **Responsibilities:-**

- i. Build strategy across all current social media platform 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. IT related work.
- xvii. Other duties as assigned, by the Director, DAIC.

8. No TA/DA etc. will be given to the applicant for appearing in interview.

9. All eligible candidates are requested to bring 2 Sets of Photo Copy of all the supporting documents i.e Application Form (Annexure Identity Proof, Updated CV and documents related to Education Qualification and work experiences etc. on the day of walk-in-interview on **20/11/2024** at Dr. Ambedkar International Centre, 15 Janpath, New Delhi-110001.

10. The above engagement is purely on temporary/contract basis. The selected candidates will not have any right to seek regularization in any post in DAIC.



(Akash Patil)

Director, DAIC/DANM

आकाश पाटील / Akash Patil

निदेशक / Director

डॉ. अम्बेडकर अंतर्राष्ट्रीय केंद्र

Dr. Ambedkar International Centre

सामाजिक न्याय और अधिकारिता मंत्रालय

Ministry of Social Justice & Empowerment

भारत सरकार, नई दिल्ली

Government of India, New Delhi

**APPLICATION PROFORMA FOR THE POST OF CONSULTANT (DIGITAL MEDIA) ON CONTRACT BASIS AT DAIC**

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 .....
7. E-mail .....
8. Date of retirement under Central/State Government rule .....  
**(In case of retire persons only, Not required for Young Professionals)**
9. Education/Experience possessed (Attach documents/certificates / updated CV in support of your claims):-

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

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

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

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

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

(a)

(b)

(c)

(d)

Add additional sheet if space not sufficient)

13. I, (Name) S/o, D/o ..... (Father's Name)  
Identity Proof ..... (Issued from Central/State Govt., AADHAR,  
PAN, Passport, Driving License etc. to be submitted along with application duly attested).

14. 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)

Dated :