

Advt. No. N-22022/20/2022-NeGD

Digital India Corporation
Electronics Niketan Annexe, 6, CGO Complex Lodhi Road,
New Delhi - 110003
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Website: www.dic.gov.in

Web Advertisement
31.01.2023

Digital India Corporation has been set up by the 'Ministry of Electronics & Information Technology, Government of India', to innovate, develop and deploy ICT and other emerging technologies for the benefit of the common man. It is a 'not for profit' Company under Section 8 of the Companies Act 2013. The Company has been spearheading the Digital India programme of the Government of India, and is involved in promoting use of technology for e-Governance/e-Health / Telemedicine, e-agriculture, e-Payments etc. The Digital India programme promotes safety and security concerns of growing cashless economy and addresses challenges confronting its wider acceptance. It also promotes innovation and evolves models for empowerment of citizens through Digital initiatives and promotes participatory governance and citizen engagement across the government through various platforms including social media.

Digital India Corporation is currently inviting applications for the following positions purely on Contract/ Consolidated basis.

Sr. No.	Name of the Post	No. of Vacancies
1.	Team Lead Awareness & Communication	1
2.	Social Media Specialist	1
3.	Graphic Designer & Event Manager	1
4.	Graphic Designer & Video Editor	1
5.	Content Writer	2

** The place of posting shall be in New Delhi but transferable to project locations of Digital India Corporation as per existing policy of Digital India Corporation.

Screening of applications will be based on qualifications, age, academic record and relevant experience. Digital India Corporation reserves the right to fix higher threshold of qualifications and experience for screening and limiting the number of candidates for interview. Only shortlisted candidates shall be invited for selection interviews. Digital India Corporation reserves the right to not to select any of the candidates without assigning any reason thereof.

The details can be downloaded from the official website of **DIC, NeGD, MyGov, & MeitY** viz. www.dic.gov.in, www.negd.gov.in, www.mygov.in, & www.meity.gov.in

Eligible candidates may apply ONLINE: <https://ora.digitalindiacorporation.in/>

1. Job Description: Team Lead Awareness & Communication

Job Title: Team Lead Awareness & Communication

No of Posts: 01

Exp (Yrs): 07

Salary: Commensurate Qualifications, skills and experience

Key Responsibility

1. For Content writing for press releases or project status reports or PQ as per requirement of Print & Electronic media, interviews with Project related activities, project based feature stories
2. Regular media mapping exercise including all related news for Project or Sector
3. Responsible for the scope of work of the Awareness Team of Project which includes Social Media Monitoring and enablement

Basic Experience

1. Experience of working on Social Media Monitoring Platform
2. Experience of working in India Set Up
3. Create writer, blogger, social media tools and applications knowledge
4. MIS reporting Skill in representing and designing Periodical reports on performance of all activities
5. Gap analysis skill to understand improvement opportunities and growing areas in social media presence

Technical Education

Post-Graduation with degree / diploma in Journalism / Mass Media/ Communication

02. Job Description: Social Media Specialist

Job Title: Social Media Specialist

No of Posts: 01

Exp (Yrs): 2

Salary: Commensurate Qualifications, skills and experience

Key Responsibility

1. Social Media Monitoring and platform which includes content creation. Responsible for understanding the existing Contents, creating documentation of existing content
2. Responsible for working with business to identify new Content requirements
3. Responsible for engaging with Helpdesk to improve Content and document processes
4. Responsible for working on New Contents, research, analysis of information
5. Responsible for coordinating with 36 States/ UTs/ and Ministries and departments for Requirements
6. Discuss with key stakeholders to finalize and update Content Quality Framework and guidelines

Basic Experience

1. Expertise in Social media management, content writing on regular day to day basis.
2. Experience of working in India Specific Program
3. Experience of seeing end to end development of a content based on Business usecase in Software Project
4. Experience of working on Data Analysis of content creation and consumption to support a program
5. Experience of Development, uploading, tagging of content, digital assets for a project/program

Technical Education

Degree/ Diploma in Journalism/ Communication/ Media

03. Job Description: Graphic Designer & Event Manager

Job Title: Graphic Designer & Event Manager

No. of Posts: 01

Exp (Yrs): 03

Salary: Commensurate Qualifications, skills and experience

Key Responsibility

1. Study design briefs and determine requirements of the organization.
2. Identify the best way to illustrate and communicate vision of Project and its clients' while complying with design best practices.
3. Create Infographics, Static and GIF on a regular basis.
4. Deep Collaborations with Researchers, Writers, Video editors, Tech teams of Project.
5. Design and develop Application, homepages, landing pages, and email concepts etc.
6. Selection of colors, images, typography and layout for communication materials, including websites, logos, signs books, magazine covers, annual reports, advertisements and social media posts.
7. Provide creative solutions for a variety of uses on websites, product graphics, email templates, organization's visibility, brand campaigns, photography etc.
8. Use the latest software and applications to design and develop digital solutions.
9. To give out of the box ideas to make the event a grand success.
10. Participate in event requirement gathering with team.
11. Assist development team in curating, planning, organising and executing each venue/digital presence event as a unique experience.
12. Capacity building and handholding of the team for flawless execution.
13. Assess program performance including budget planning and proper utilization of funds.
14. Linkages with Project Stakeholders and domain institutions for getting their support for adoption and sustainability of the programme
15. Demonstration and presentation on project activities in various forums

Basic Experience

1. Minimum 3 Years of experience
2. Expertise with standard digital design tools, including Sketch, Adobe Illustrator, Adobe Photoshop, Adobe XD, InVision, etc.
3. Working knowledge of CSS and HTML
4. A strong background in developing layouts and graphic design for Ebooks/Magazines, Brochures, Posters etc.
5. Competencies Creative designing | updated tools and technology | Infographics| Analytical Thinking.

Technical Education

Graduation in Graphic designing/related field OR, Graduate in any discipline with Certificate courses in Graphic Designing/ Multi-Media from a reputed institution.

04. Job Description: Graphic Designer & Video Editor

Job Title: Graphic Designer & Video Editor

No. of Posts: 01

Exp (Yrs): 05

Salary: Commensurate Qualifications, skills and experience

Key Responsibility

1. Conceptualize information and put into attractive video for Communication on Social Media for marketing related activities.
2. Establish and promote design guidelines and best practices.
3. Use the latest software and applications.
4. Design short videos with the material provided by the internal team of Project and its clients for marketing-related activities, such as social media, digital marketing, public relations, etc.
5. Work with internal team to create brand-relevant and engaging videos.
6. Collaborate with Graphic designer, content writer and tech team of Project and PMU for various deliverables.
7. Makes recommendations for improvements in content creation and design processes and assigned tasks pertinent to the design capability.
8. Research and stay on top of video creation and editing trends.
9. Use innovation to redefine a design brief within tight deadlines.
10. Establish and promote design guidelines, best practices, and standards.
11. Research and compile film footage from specific domains including various Govt and Non-Govt sources for various reports.
12. Combine visual footage with audio soundtrack (VO, effects, ambient sound, music) to create finished product.
13. Strong collaboration skills: Discuss project timeline, narrative structure, story goals and more with writers and other colleagues.

Basic Experience

1. Minimum 5 Years of experience
2. Experience working with video editing software.
3. Ability to work independently.
4. Passionate about video, animation, and design with good knowledge in underlying principles.
5. Having UI/UX experience to translate ideas and user stories into effective visual moving stories.
6. A strong background in developing layouts and video design for digital marketing activities.
7. Proficiency with Adobe Premiere Pro CC, Final Cut Pro X, Adobe Premiere Elements 2019, Adobe After Effects, Adobe Photoshop.
8. Familiar with iMovie, YouTube Video Editor (PC/MAC), Apple Final Cut Pro.

Technical Education

Diploma or degree in film, video production or communications or related stream Graduate in any discipline with Certificate courses in Video Creation/Editing/ Multi-Media from a reputed institution.

05. Job Description: Content Writer

Job Title: Content Writer

No. of Posts: 02

Exp (Yrs): 03

Salary: Commensurate Qualifications, skills and experience

Key Responsibility

1. To create relevant content for websites, social media platforms, blogs and articles.
2. The Content writer would generate, edit, publish, and share engaging content on the social media platforms on daily basis (e.g., text, infographics, videos, and news feeds etc.)
3. Design and implement social media strategy to align with Project's goals, objectives and amplify the social media posts based on target audience.
4. Communicate with followers, respond to the queries in a timely manner and monitor the comments/ feedbacks/ reviews etc. on the social media platforms.
5. Suggest and implement new ideas to disseminate information related to Government schemes through promotions, competitions, and campaigns.
6. Stay up to date with current technologies and trends in social media, design tools and applications.
7. Should be able to proofread and edit the contents to produce quality contents/social media posts as per the requirement.
8. Should be able to monitor the social media handles, track, and report insights (traffic, engagement, shares, conversion rates, etc.) to Project.
9. Work with content team to ensure that the social media post conveys the source language meaning accurately and if needed, edit, rewrite and restructure the content.

Basic Experience

1. Minimum 3 Years of experience
2. Experience in content writing/editing in regional languages.
3. Excellent writing and editing skills.
4. Creative writing skills || proof reading || Social media handling || Analytical thinking

Technical Education

Bachelor's degree/Diploma in communications, marketing, English or Hindi Journalism or related field

General Conditions applicable to all applicants covered under this advertisement:

1. Those candidates, who are already in regular or contractual employment under Central / State Government, Public Sector Undertakings or Autonomous Bodies, are expected to apply through proper channel or attach a 'No Objection Certificate' from the employer concerned with the application OR produce No Objection Certificate at the time of interview.
2. Digital India Corporation reserves the right to fill all or some or none of the positions advertised without assigning any reason as it deems fit.
3. The positions are purely temporary in nature for the project of Digital India Corporation and the appointees shall not derive any right or claim for permanent appointment at Digital India Corporation or on any vacancies existing or that shall be advertised for recruitment by Digital India Corporation in future.
4. Digital India Corporation reserves the right to terminate the appointments of all positions with a notice of one month or without any notice by paying one month's salary in lieu of the notice period.
5. The maximum age shall be as on the last date of receipt of the applications. Screening of applications will be based on qualifications, age academic record and relevant experience.
6. In case of a query, the following officer may be contacted

Ms. Vinaya Viswanathan
Head- HR
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6 CGO, Complex Lodhi Road,
New Delhi - 110003
Phone No. 011-24303500, 24360199