

Adv. No. N-22030/59/2022-DIC

DIGITAL INDIA CORPORATION

A section 8 Company, Ministry of Electronics and Information Technology, Govt. of India

Delhi Office: Electronics Niketan Annexe, 6 CGO Complex, Lodhi Road,

New Delhi - 110003 Tel.: +91 (11) 24360199 / 24301756

Website: www.dic.gov.in

WEB ADVERTISEMENT

2nd June 2022

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. | Position | No. of positions |
|----------------|---------------------------------------|-------------------------|
| 1. | Consultant – Social Media & e-Content | 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, and 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 MeitY & DIC, NeGD viz. www.meity.gov.in & www.dic.gov.in, and www.negd.gov.in

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

LAST DATE FOR RECEIPT OF APPLICATIONS:

16th June 2022

1. Job Description: Consultant – Social Media & e-Content

| Job Description | |
|-----------------|---------------------------------------|
| Division | NeGD |
| Function | Consultant – Social Media & e-Content |
| Band | Middle Management |
| Reports To | Senior Management |

Job Objective

The person will be responsible for developing and implementing Social Media and Content strategies for NeGD and various associated programmes. He/She will also be required to create strategies for engaging audience and promotion of various products and schemes (Online and offline).

| Primary Responsibilities |
|---|
| <ul style="list-style-type: none"> • Ability to research and develop content • Content writing for Social Media, Websites, Blogs/Articles, Speeches, Talking Points etc. • Manage day-to-day activities like create, curate, and manage all published content (images, video and written). • Monitor, listen and respond to users, conduct online advocacy and open stream for cross-promotions, develop and expand community and/or blogger outreach efforts. • Oversee design i.e. Facebook Timeline cover, profile picture, thumbnails, ads, landing pages, Twitter profile, and blogs etc. • Design, create and manage promotions and Social Media campaigns • Compile report for management showing results (ROI) • Monitor trends in Social Media tools, applications, channels, design and strategy • Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns • Monitor effective benchmarks (best practices) for measuring the impact of Social Media campaigns. • Analyze, review, and report on effectiveness of campaigns in an effort to maximize results, managing files and other related tasks. • Provide strategic direction and consulting to stakeholders/States/Departments and help them achieve their marketing/promotional objectives • Create effective digital strategies while closely working with the planning and creative teams • Understand the promotional requirements and propose digital solutions, be it digital marketing, technology and analytics • Work closely with the regional teams to deliver high level/country level marketing campaigns • Act as point of contact for strategic Awareness & Communication projects across India, providing updates including strategy development, event requirements and other communications outputs • Identify opportunities to raise Digital India's brand and profile all across India via events, awards, articles etc. • Assist/Coordinate with the State e-Mission Teams (SeMTs) to conduct all India or State/Region specific promotional activities • Ensure follow-up of news items and project developments that should feed into external articles, used in a variety of contexts and media, both online and in print • Work closely with other teams at NeGD/MeitY to help prepare compelling content for press releases, brochures, articles and award submissions ensuring that messages are encouraging and consistent with the NeGD's/MeitY's branding and marketing strategies • Update and maintain Digital India and NeGD websites on a regular basis |

Essential:

Post graduate or equivalent degree in Journalism/Mass Communication or equivalent work experience

- 6-12 years' experience of working with an online content agency. Experience of working in newsroom/website will be preferred.
- Minimum experience of 5 years in digital marketing
- Very sound understanding of everything digital including Social, Media, SEO, Email, Automation, Analytics and Content Writing
- Proven track record of managing and growing client relationships and portfolio
- Ability to conceive and communicate digital strategies
- Very sound understanding of all the social media platforms
- Very sound understanding of third party social media tools like Hootsuite, Melt Water etc.
- Substantial understanding of social media and other digital platforms and websites.
- Ability to think up new treatments and formats to deliver multimedia, digital content.
- He/She should be able to think laterally, build connections and be a creative thinking person.
- Substantial knowledge of writing content for the web and mobile.
- Strong knowledge of current affairs.
- Fluency in English (both written and verbal) is a must.
- Effective communication and interpersonal skills
- Ability to work calmly under pressure
- Ability to drive the agenda and collaborate with various cross functional groups, collaborative working style is essential.
- Ability to deliver Projects on – time.

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. The years of experience mentioned as requirement shall be of post-qualification for all posts.
3. 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.
4. 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.
5. 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.
6. 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.
7. In case of a query, the following officer may be contacted

Ms. Vinaya Viswanathan

Lead Consultant- HR

Electronics Niketan Annexe,

6-CGO Complex Lodhi Road, New Delhi – 110003

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