

## Human Resource Requirement in IEC, MoRD, New Delhi

| Position        | Salary                      | No. of Positions | Method of Recruitment    | Education Qualification   | Experience  | Roles and Responsibilities   |
|-----------------|-----------------------------|------------------|--------------------------|---|---|--|
| Content Manager | Rs.70,000 to 80,000/- month | 1                | Direct on Contract Basis | Graduates/PGs in Mass Communication, Journalism or English Literature would be considered (though exception can be made for ones with sound communication skills) | <p>a) The incumbent shall have 4-7 years of experience in Hindi and English copy-writing in advertising agencies along with managing content and social media platforms for large brands and development projects.</p> <p>b) Experience of working in development sector or on Government schemes shall be desired.</p> | <ul style="list-style-type: none"> <li>• Responsible for content creation with good command over English and Hindi language</li> <li>• Conceptualising and managing text, audio, video &amp; photographic content for social media platforms like Facebook, Twitter, YouTube, LinkedIn etc. and MoRD website.</li> <li>• Reviewing best practice documents and success stories shared by state teams and carrying out background research to develop a structured write-up for posting online and internal circulation.</li> <li>• Providing innovative and eye-catching creative solutions to PDs for showcasing their programme during various events as well as during media campaigns</li> <li>• Should be a team player, thinker and works collaboratively with graphic designer and other vendors such as producers, photographers,</li> </ul> |

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|  |  |  |  |  |  | <p>event agencies, etc. under the guidance of BCC Specialist to meet the needs of the Ministry and Program Divisions</p> <ul style="list-style-type: none"><li>• The position requires strong communication skills with excellent ability to structure content with fluency, be it heart-warming stories of transformation or innovative approaches taken by PDs. The person needs to demonstrate good knowledge of social media platforms and techniques to engage with various stakeholders.</li></ul> |
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