



Advt. no. 25/2021
File no: NIRDPR/DDU-GKY/Admin/IEC/
150/Director/2020-21-Part(1)

TERMS OF REFERENCE

(FOR THE POST OF CONTENT MANAGER)

DDUGKY Division at NIRDPR calls for application for strengthening the IEC Division in the ministry to enhance the reach and impact of programmes of Ministry of Rural Development.

The incumbent shall provide creative content writing and copy-writing support to the IEC Divisions for various multi-media campaigns, social media, print/audio/visual publicity etc. S/he shall also coordinate with various programme divisions, creative agencies, State teams and other stakeholders for generating content.

Detailed Job description, qualification, experience, work location, application submission and other requirements, are as following:

Human Resource Requirement in IEC, MoRD, New Delhi

Position	Salary	No. of Positions	Job Location	Method of Recruitment	Education Qualification	Experience	Age	Roles and Responsibilities
Content Manager	Rs.70,000 to 80,000/- month	1	MoRD, New Delhi	Direct on Contract Basis	Graduate/Post-Graduate with Degree/ Post Graduate Diploma in Mass Communication, Marketing, Advertising, PR, Journalism, or English/Hindi Literature would be considered with exceptional Hindi/English creative copy-writing skills.	a) Essential: The incumbent shall have minimum 6 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. b) Experience of working in development sector or on Government schemes shall be desired.	<ul style="list-style-type: none"> • Maximum 40 years • Age relaxation will be applicable to the candidates belonging to ST/SC/OBC as per GOI rules 	<ul style="list-style-type: none"> • Responsible for content creation with good command over English and Hindi language • Conceptualising and managing text, audio, video & photographic content for social media platforms like Facebook, Twitter, YouTube, LinkedIn etc. and MoRD website. • 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. • Providing innovative and eye-catching creative solutions to PDs for showcasing their programme during various events as well as during media campaigns

								<ul style="list-style-type: none">• Should be a team player, thinker and works collaboratively with graphic designer and other vendors such as producers, photographers, event agencies, etc. under the guidance of BCC Specialist to meet the needs of the Ministry and Program Divisions• 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.
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Other Conditions:

1. Last date for the online submission of application: 06.01.2022 or 21 days from the Date of Advertisement in Newspaper, whichever is longer. Candidates are advised to visit the website for updates on the last date for submission of online application.
2. All the posts are purely on contract basis.
3. There is no application fee for applying for the above post.
4. The position will be based out of IEC Division, MoRD at New Delhi.
5. Candidates are advised to self-verify before applying that they possess at least the minimum essential qualification laid down in the advertisement.
6. The candidate should submit application ONLINE only and no need to apply through post.
7. During interview process, an online/written test will be conducted for certain positions.
8. NIRDPR reserves the rights to alter or modify the recruitment process.
9. Changes viz., notice, corrigendum, addendum, cancellation, if any will be updated at the NIRDPR website. Hence, candidates may visit website at regular intervals.
10. The candidates who fulfil the qualifications / experience may apply online in the prescribed format ([Click here for Online Application](#)). The candidate may save a copy of the submitted on-line application. At the time of interview, the original certificates of qualification / experience should be presented for verification along with attested copies. Only the shortlisted candidates will be called for interview. No TA / DA will be given for attending the Interview.
11. The application is available in NIRDPR website; <http://www.nird.org.in>; <http://career.nirdpr.in/>
12. The tenure of contract will be for a period not exceeding 12 months on such terms and conditions governing the rules of NIRDPR from time to time.
13. Employed personnel should submit their applications through proper channel. Advance copies within prescribed due date will be considered. However, applicants will have to produce NO OBJECTION CERTIFICATE from the employer at the time of interview.
14. Mere fulfilment of the qualifications prescribed does not entitle the candidate to be called for interview.
15. In case of large number of applications, the Institute may shortlist the candidates as may be necessary.
16. Only Indian Nationals are eligible to apply.

17. No correspondence will be entertained from the candidates regarding postal delays, short-listing, reasons for not being called for interview, selection or appointment.
18. Experience and qualification will be reckoned as on the last date of submission of application. Clear quality Xerox attested copies of all important certificates and documents must be uploaded with the online application.
19. The prescribed qualifications and experience are minimum and the mere fact that a candidate possesses the same will not entitle him/her for being called for interview.
20. Institute reserves the right not to fill up any of the vacancies advertised, if the circumstances so warrant. The Institute reserves the rights to withdraw the advertised post(s) at any time without giving any reason. Any consequential vacancies arising at the time of interview may also be filled up from the available candidates. The number of positions is thus open to change. The Institute may relax the qualification/experience and age limit at its discretion at any stage in case of candidates with exceptional merit.
21. Canvassing in any form will be treated as disqualification.
22. The Competent Authority reserves the right to decide to fill up or not to fill up these advertised posts.
23. In case of any disputes/suits or legal proceedings against the Institute, the Jurisdiction shall be restricted to the Courts of Hyderabad.
24. In case of any inadvertence in the process of selection which may be detected at any stage even after the issue of appointment letter, the Institute reserves the right to modify/withdraw/cancel any communication made to the candidates.
25. In case of any dispute/ ambiguity that may occur in the process of selection, the decision of the Institute shall be final.
26. Application incomplete in any respect and not accompanied by relevant certificates/documents/ photograph will be summarily rejected.
27. Documents would be verified before commencement of recruitment process.
28. Date of interviews shall be communicated to shortlisted candidates only.
29. The final results shall be communicated to the selected candidates only.