



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
27th September, 2021

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 for covering fixed project duration purely on Contract/ Consolidated basis.

Sr. No.	Name of the Positions	No of Vacancies
1	Consultant - Social Media & Content Writer	03
2	Video Editor cum Motion Graphics Artist	01
3	Graphic Designer	01

2. 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 select any of the candidates without assigning any reason thereof.

3. These positions are purely on contract appointment basis for fixed project duration and on consolidated salary.

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

For further details, please visit websites i.e. 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: 13th October, 2021



Job Description- Consultant - Social Media & e-Content

Division	NeGD
Function	Consultant - Social Media & Content Writer
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

- 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

- 8-10 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 digital media &



communications 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.



Job Description: Video Editor cum Motion Graphics Artist

Initially for 2 (two) year The contract could be extended further depending on assessment of performance, mutual willingness and depending on the requirement

Minimum work experience	3- 4 years
Key Expectations	Ability to create, edit and present video presentations related to the Ministry/Department assigned to. Should be proficient in Animated videos, Explainer videos, White board Animation, Video shooting and Video editing. Should be able to submit a portfolio of work done previously in the area.
Role Category	Creative
Remuneration	The remuneration package will be commensurate with the qualification, experience and profile of the selected candidate.
Desirable	Ability to work under tight deadlines and high pressure situations. Can deliver with minimum supervision. Is able to ideate and is solution-oriented.
Key Skills	Adobe Premier, Final Cut Pro, Adobe After Effect, Adobe Audition, Adobe Photoshop



Job Description- Graphic Designer

Division	NeGD
Function	Graphic Designer
Location	Lucknow and New Delhi

Job Objective: NeGD is the world's largest citizen engagement platform. It is an organization of the Government of India, involved in information dissemination and participatory governance. NeGD is based in New Delhi and housed in the Ministry of Electronics and Information Technology of the Government of India. NeGD is hiring Graphic Designers for its Creative Team for Lucknow and New Delhi locations.

Primary Responsibilities

1. Role Requirements:

We require Graphic Designers who can create vibrant, informative designs for NeGD subscribers and general readers, and generate novel graphic content for the website and social media. Specific requirements are given below:

- Ability to create graphic designs based on current events;
- Work collaboratively with a creative team of researchers and content creators to produce contemporary graphics that will capture the imagination of readers;
- Online research and sourcing of data and design for the graphics;

2. Candidate Requirements:

A successful candidate for this position, apart from designing skills, would be familiar with online research and news analysis and versatile in public policy and economic issues. S/he should be proficient in English and Hindi. An interest in reading and general knowledge is highly essential. Some of the specific candidate requirements are as follows:

- Passionate about design with good knowledge in underlying principles.
- A creative and curious individual who is a quick learner with a willingness to adapt creatively in a government culture.
- A strong background in developing layouts and graphic design for E-books/Magazines, Brochures, Posters etc.
- Proficiency with Adobe Illustrator, Adobe In Design, Adobe After Effects, Adobe Photoshop, Adobe XD, Corel Draw.
- Makes recommendations for improvements in design processes and assigned tasks pertinent to the design capability.
- Research and stay on top of graphic design trends.
- Use innovation to refine a design brief within tight deadlines
- Establish and promote design guidelines, best practices, and standards
- Key Skill Sets: Motion Graphics, Editing, After Effects, Special Effects, Sound Effects, Video Editing, Render, Website / Micro site Design, Web Banner Design, Social Media Post Design, Brochure & Magazine Design

3. Education Requirements:

Essential: Graduate in any discipline; Certificate courses in Graphic Designing/ Multi-Media/ Video Creation/Editing



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. This position is 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, the candidate should clearly mention the post and post code on the email of the application.

Shri Gaurav Sharma
Principal Research Scientist & Officer-in-Charge (HR)
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