

F. No. 17020/39/2018/SCD-VI/DAIC  
Dr. Ambedkar International Centre  
Ministry of Social Justice & Empowerment  
15, Janpath, New Delhi- 110001

**Subject: Application for the post of Consultant (Media cum IT) for DAIC- regarding.**

Dr. Ambedkar International Centre (DAIC) has been established as a government think tank engaged in research, advocacy and capacity development on socio-economic issues.

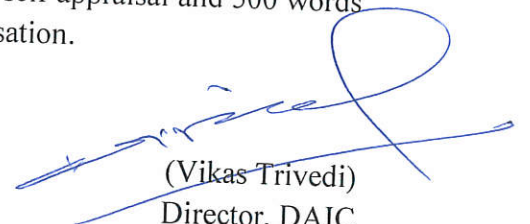
2. DAIC invites applications for appointments of Consultant (Media cum IT) on immediate basis. Specifications are as follows:

3. **Job Description of Media cum IT Consultant, DAIC-** The duties and job description of the Consultant (Media) are as below:

- a) Drafting and editing press releases, news, and magazine/Journal articles.
- b) Preparing speeches for spokespeople at DAIC.
- c) Developing media plans and policies in consultation with the authorities at DAIC.
- d) Preparing and helping in implementation of the plans for creation and dissemination of the Knowledge Product at DAIC.
- e) Identifying needs and issues for collaboration, capturing market intelligence, nurturing and delivering opportunities that may direct public relations campaigns for DAIC.
- f) Preparing promotional material to contacting key organisations working in the same area across the world.
- g) Designing/Preparing brochures/Book Covers for various schemes, projects, programs published from DAIC.
- h) The Media consultants will offer advice to DAIC that will help in promoting and maintaining its public image.
- i) Having a strong sense of awareness through communication.
- j) Collaborating with creative services and production to provide creative assets for digital content and social media advertising.
- k) Creatively drafting and submitting proposals and presentations. Scripting, directing, filming, and editing high quality promotional and educational videos.
- l) Creating social media platforms for non-profits and Testing and developing social media marketing campaigns through YouTube, Twitter, and Facebook.

4. **Job Requirements/Qualification:** Media consultants working in the area of public relations having a Master Degree in journalism, Information Technology, Communications, Public Relations and Mass Communication may apply. The applicant must have knowledge of computer applications, website designing, website updating, organising online meetings, conferences, etc. Maximum Age Limit - 63 years
5. **Work Experience:** The applicant for Media consultant post may need to have at least 10 years of work experience in planning media campaigns for advanced positions, creating press releases and media policies, etc. Additionally, the applicant may have appropriate knowledge on policy advocacy, establishing academic relations through print and electronic media. Knowledge of creating content and preparing brochures for various schemes, projects, programmes is highly desirable.
6. The conditions regarding entitlements, working hours, tax-deduction, termination of agreement, etc. will be same as already adopted by the M/o Social Justice & Empowerment.
7. **Remuneration:** Rs.70,000/- pm (consolidated).
8. **Nature of Appointment-** Purely on contractual basis.
9. **Method of Recruitment-** The suitable candidate will be selected through open advertisement and interview thereafter.
10. **Total Tenure - One Year** (Extendable on the bases of the requirement of the organisation, performance during the period of engagement and approval of the competent authority). All other conditions of appointment and termination of contract will be as per the terms and conditions of the Ministry of Social Justice and Empowerment, Government of India. The contract can be terminated by either side at any time, by giving one month's advance notice. DAIC can terminate the contract immediately, by paying one month's agreed remuneration in lieu of the notice period.
11. **The last date for application is 10<sup>th</sup> September, 2020.** All applications should be addressed to "The Director, DAIC, 2<sup>nd</sup> Floor, Dr. Ambedkar International Centre, Ministry of Social Justice & Empowerment, 15, Janpath, New Delhi-110001", also e-mail to [dir-daic-mosje@gov.in](mailto:dir-daic-mosje@gov.in) The CV as per format may also please be sent within the due date.
12. **How to apply:** Typed application may be sent on a plain paper annexed with resume of the candidate showing personal detail, qualification with year of passing, institution name, percentage obtained and experience, etc. along with a 500 words of self appraisal and 500 words of how he/she will be able to contribute for the growth of the orgnaisation.



  
(Vikas Trivedi)  
Director, DAIC  
10.08.2020

विकास त्रिवेदी / VIKAS TRIVEDI  
निदेशक / Director  
डॉ. अम्बेडकर अंतर्राष्ट्रीय केंद्र  
Dr. Ambedkar International Centre  
सामाजिक न्याय और अधिकार विभाग  
Min. of Social Justice & Empowerment  
भारत सरकार, नई दिल्ली  
Govt. of India, New Delhi