



Advt. No. DIC/MY Bharat/26/2024/12

Digital India Corporation
Electronics Niketan Annexe, 6, CGO Complex, Lodhi Road,
New Delhi - 110003
Tel.: +91 (11) 24360199, 24301756
Website: www.dic.gov.in

Web Advertisement
26.12.2024

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 for **MY Bharat** project:-

Sr. No.	Name of the Post	No. of positions
1.	Digital Marketing Specialist	1

** **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, 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 DIC viz. www.dic.gov.in

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



Job Description: Digital Marketing Specialist

Job Summary:

- Develop, implement, and manage digital marketing campaigns across platforms (Twitter, Facebook, Instagram, LinkedIn, etc.).
- Collaborate with the content team to create engaging and high-quality content for blogs, social media, email, and website updates.
- Conduct keyword research and implement SEO strategies to improve website rankings and organic traffic.
- Monitor and optimize paid search campaigns.
- Plan and execute social media strategies to enhance brand presence and engagement.

Essential Qualification:

- Bachelor's degree in marketing, Business, or related field (Master's degree preferred)
- Experience: 5+ years of proven experience in digital marketing or a similar role.

Key Responsibilities:

- Develop, implement, and manage digital marketing campaigns across platforms (Twitter, Facebook, Instagram, LinkedIn, etc.).
- Collaborate with the content team to create engaging and high-quality content for blogs, social media, email, and website updates.
- Conduct keyword research and implement SEO strategies to improve website rankings and organic traffic.
- Monitor and optimize paid search campaigns.
- Plan and execute social media strategies to enhance brand presence and engagement.
- Track and analyze social media performance metrics.
- Use tools like Google Analytics, HubSpot, or similar platforms to analyze performance metrics.
- Provide actionable insights and regular reports to stakeholders.
- Design and execute email marketing campaigns to nurture leads and drive conversions.
- Maintain and segment email lists for personalized targeting.
- Work closely with the Awareness & Communication teams to ensure brand consistency and functionality.
- Stay up to date with the latest digital marketing trends and best practices.
- Attend in-person meetings with Ministry representatives during campaign initiatives.



Technical Skills:

- Excellent knowledge of all social media platforms, especially Twitter, Facebook, Instagram and YouTube.
- Knowledge of Photoshop, Figma or Canva would be a plus.
- Basic Knowledge of Microsoft Office.
- Excellent communication and interpersonal skills.



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. 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.
3. 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.
4. 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.
5. 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. The designation against the position shall be mapped as per the approved policy.
6. In case of a query, the following officer may be contacted:

Ms. Vinaya Viswanathan
Head- HR
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6 CGO, Complex Lodhi Road,
New Delhi - 110003
Phone No. 011-24303500, 24360199