

**Advt.No. DIC/9/(20)/HCMP/MoT/SVS/08/20-Part(3)**

**Digital India Corporation**

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**Website: [www.dic.gov.in](http://www.dic.gov.in)**

**Web Advertisement**

**15.11.2022**

**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 Basis/Consolidated salary under the project "Development of e-Commerce Portal of Ministry of Textiles".

<b>Sr. No.</b>	<b>Name of the Positions</b>	<b>No. of Vacancies</b>
1	Project Director	1
2	Manager (Operations)	1
3	Sr. Developer (Analytics)	1
4	Sr. Developer (Mobile)	1
5	Developer (PHP)	1
6	Developer (Mobile)	2
7	Developer (Web Security)	1
8	Designer (Web/UI)	1
9	Designer (Graphics)	1
10	Software Tester cum Developer	2
11	Content Manager/Writer	3

\*\* 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 MeitY & DIC, NeGD viz. [www.meity.gov.in](http://www.meity.gov.in) & [www.dic.gov.in](http://www.dic.gov.in), and [www.negd.gov.in](http://www.negd.gov.in)

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

## 1. Job Description - Project Director

<b>Job Title:</b>	Project Director	<b>Job Category:</b>	Contract Basis – Consolidated Salary
<b>Project:</b>	Development and Deployment of Ecommerce Portal for Ministry of Textiles	<b>Travel Required:</b>	Yes
<b>Location:</b>	New Delhi	<b>Position Type:</b>	Full Time
<b>No of Post</b>			01

### Job Description

#### Purpose:

To provide sound technical leadership to Digital India Corporation (DIC), aligned to organizational and Digital India goals by creating and managing multiple projects simultaneously with a strong sense of business acumen.

#### Qualifications and Experiences

- Bachelor's degree in Technology (B.E/B.Tech)
- Minimum 20 years of experience preferably with at least 10 years in a leadership position
- Master's degree in Management/Technology is preferred
- Good academic record from a recognized and reputed university/institution
- Relevant technical certifications will be a plus
- Experience in the Technology industry will be a plus
- Experience in Government sector/advising in Government projects will be a plus
- Excellent communication skills including stakeholder and employee relations management

#### Role and Responsibilities

- Establish the technological vision, strategy and roadmap for DIC
- Oversee all software, hardware, and tech operations to ensure zero downtime
- Understand upcoming software releases and features, major customization efforts, and LMS integrations from the business and technical perspectives
- Monitor and analyze quality, data protection and technology risks of applications periodically
- Monitor budgets, timelines, KPIs and IT systems to assess technological performance
- Undertake research and product development to continuously upgrade DIC's applications
- Communicate technology competence and infrastructure strength to stakeholders and clients
- Scan industry and adopt key technology trends to yield competitive advantage
- Ensure compliances (data, cloud, etc.), analyze metrics and report key insights & findings
- Ensure that all queries and complaints are resolved on time
- Assists with vendor management from integration, and implementation perspective. Evaluate vendors again defined SLA to ensure high quality and timeliness
- Develop a high performing and agile technology team; hire a great team, create a healthy culture, enhance team communications

## **2. Job Description - Manager (Operations)**

<b>Job Title:</b>	Manager (Operations)	<b>Job Category:</b>	Contract Basis – Consolidated Salary
<b>Project:</b>	Development and Deployment of Ecommerce Portal for Ministry of Textiles	<b>Travel Required:</b>	Yes
<b>Location:</b>	New Delhi	<b>Position Type:</b>	Full Time
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### **Job Description:**

- The Manager of E-commerce marketplace will be responsible for site operations, online marketing, merchandise assortment, merchandising, promotions and brand maintenance. The Manager will be working with agency partners to manage and oversee the business.
- This position will collaborate closely with Merchants, Marketing, PR and other areas of the company to execute existing and develop new Marketplace initiatives and opportunities designed to meet and exceed the needs of the customer and the Marketplace E-Commerce revenue goals.
- The candidate will provide day-to-day management of the site and collaborate on strategic leadership and guidance of e-commerce strategies in conjunction with senior advisors and report on E-commerce metrics

### **Qualification & Experience:**

- BE/B. Tech/MBA with 6+ years of E-commerce experience

### **Roles & Responsibilities:**

#### **Operations**

- Marketplace, strategy, management, forecasts and results. These include short and long term objectives, customer metrics and overall performance. Develop reports and reporting formats.
- Oversee the day-to-day marketplace E-commerce operations, customer service, updates, post listings, promotions, merchandising, maintenance and performance.
- Ensure that daily site maintenance is conducted; correcting product descriptions, product placement, new item posting, out of stock item removal and functionality meets and exceeds company expectations. This is a tactical job of maintenance of the site through Amazon and Channel Advisor
- Reconciliation of Marketplace listings
- Develop time and action calendars with processes and procedures to ensure actions are successfully completed.
- Develop cost centre budgets for all phrases of marketplace E-commerce
- Manage relationships with digital agencies and external third parties in the marketplace world
- Work at both the strategic and tactical levels

#### **Merchandising**

- Develop the merchandising strategy and deck to ensure the site is well merchandised according to company directives and standards and merchandising is updated based upon the needs of the business for product to look fresh, new and push quarterly agenda's.
- Plan out and execute marketplace promotions to maximize growth
- In conjunction with internal partners and outside agencies, the overarching digital merchandising, design, and marketing strategies and managing the execution and analysis of email marketing, affiliate programs, paid search, SEO, and other web-

based marketing programs.

- Managing weekly inventory reports for marketplaces
- Drill down into marketing channels and site performance metrics to explain variances to business
- Ensure marketplace copy and meta data are fully optimized to maximize traffic from search engines
- Assist in SEO efforts including keyword research, site audits, page and site level optimization, linkbuilding, and competitive assessment

### **Buying**

- Develop and implement the assortment and inventory plan to match the sales plan. Work with other divisions to maximize inventory.
- Provide on-going strategic insights and recommendations of new marketplaces channels with growth plans.
- Replenishment and reorders
- Reporting daily sales
- Reporting weekly sales report to management

### **Customer Service**

- Overseeing the development of customer relationships through marketplace
- Review monthly customer service reports and putting into place action items to ensure efficiency of the process

### **Desired Experience:**

- Experience in E-commerce Amazon and Channel Advisor platform administrative tools (Other marketplaces are a Plus)
- Experience with E-commerce marketing and digital sales drivers with marketplace and channel advisors
- Demonstrated understanding of web technologies, browsers, analytics, reporting and content management systems and processes
- Self-motivated and able to work independently as well as part of a team in a fast-paced environment with changing priorities and show constant entrepreneurial initiative
- Strong project management skills
- Strong analytical skills to guide business strategy decisions
- Experience in DTC accessories or apparel environment preferred, with E-Commerce marketplace

### **03. Job Description - Sr. Developer (Analytics)**

<b>Job Title:</b>	Sr. Developer (Analytics)	<b>Job Category:</b>	Contract Basis – Consolidated Salary
<b>Project:</b>	Development and Deployment of Ecommerce Portal for Ministry of Textiles	<b>Travel Required:</b>	Yes
<b>Location:</b>	New Delhi	<b>Position Type:</b>	Full Time
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#### **Job Description**

##### **Qualification & Experience:**

- BE/MSc./MCA with 6+ years of experience manipulating data sets and building statistical models

##### **Roles & Responsibilities:**

- Work with stakeholders throughout the organization to identify opportunities for leveraging company data to drive business solutions.
- Mine and analyze data from company databases to drive optimization and improvement of product development, marketing techniques and business strategies.
- Assess the effectiveness and accuracy of new data sources and data gathering techniques.
- Develop custom data models and algorithms to apply to data sets.
- Use predictive modeling to increase and optimize customer experiences, revenue generation, ad targeting and other business outcomes.
- Develop company A/B testing framework and test model quality.
- Coordinate with different functional teams to implement models and monitor outcomes.
- Develop processes and tools to monitor and analyze model performance and data accuracy.
- Contribute in all phases of the development lifecycle for Development
- Produce detailed specifications of system
- Troubleshoot, test and maintain the core product software and databases to ensure strong optimization and functionality
- Develop design models based on requirements documents.
- Support the development of business and requirements artifacts that effectively model the customer's requirements.
- Participate in requirements and design reviews.
- Support system and customer acceptance testing.
- Participate in group improvement activities and initiatives to improve quality.
- Proficiently applies appropriate methodologies to design, code, test, implement and maintain systems.
- Prepare, write, review and maintain effective system documentation

##### **Required Skill Set:**

- Strong problem solving skills with an emphasis on product development.
- Experience using statistical computer languages (R, Python etc.) to manipulate data and draw insights from large data sets.
- Experience working with and creating data architectures.
- Knowledge of a variety of machine learning techniques (clustering, decision tree learning, artificial neural networks, etc.) and their real-world advantages/drawbacks.
- Knowledge of advanced statistical techniques and concepts (regression,

properties of distributions, statistical tests and proper usage, etc.) and experience with applications.

- Excellent written and verbal communication skills for coordinating across teams.
- A drive to learn and master new technologies and techniques.

**Desirable Skill Set:**

- Coding knowledge and experience with several languages: C, C++, Java, JavaScript, etc.
- Knowledge and experience in statistical and data mining techniques: GLM/Regression, Random Forest, Boosting, Trees, text mining, social network analysis, etc.
- Experience querying databases and using statistical computer languages: R, Python, SLQ, etc.
- Experience using web services: Redshift, S3, Spark, Digital Ocean, etc.
- Experience creating and using advanced machine learning algorithms and statistics: regression, simulation, scenario analysis, modelling, clustering, decision trees, neural networks, etc.
- Experience analysing data from 3rd party providers: Google Analytics, Site Catalyst, AdWords, CrimsonHexagon, Facebook Insights, etc.
- Experience with distributed data/computing tools: Map/Reduce, Hadoop, Hive, Spark, Gurobi, MySQL, etc.
- Experience visualizing data for stakeholders using: Periscope, Business Objects, D3 etc.
- Knowledge of WordPress Platform, Plugin Integration (WooCommerce, WPML, Membership plugins etc.), perform database and code optimization.
- Knowledge of HTML5, CSS3, JavaScript, PHP/MYSQL and AJAX
- The ability to work on LAMP development environment
- A thorough understanding of cross-browser compatibility issues
- Understanding of W3C Web Standards/Semantics and Accessibility Guidelines
- Experience with WooCommerce, ReactJS/AngularJS.

#### **04. Job Description- Sr. Developer (Mobile)**

<b>Job Title:</b>	Sr. Developer (Mobile)	<b>Job Category:</b>	Contract Basis – Consolidated Salary
<b>Project:</b>	Development and Deployment of Ecommerce Portal for Ministry of Textiles	<b>Travel Required:</b>	Yes
<b>Location:</b>	New Delhi	<b>Position Type:</b>	Full Time
<b>No of Post</b>			01

#### **Job Description**

##### **Qualification & Experience:**

- Bachelor's Degree in Computer Science/ Computer Application/ Information Technology/ Information Systems with 5+ years of software development experience in mobile application development

##### **Roles & Responsibilities:**

- Contribute in all phases of the development lifecycle for Development of IIDS2.0
- Write well designed code and integration with existing IIDS mobile application
- Produce detailed specifications of system
- Troubleshoot, test and maintain the core product software and databases to ensure strong optimization and functionality
- Develop and deploy new features to facilitate related procedures and tools if necessary

##### **Skill Set:**

- Experience in design and delivery of cross platform mobile applications through Web, Hybrid (React Native) and Native (Android preferred) approaches and integration with messaging services.
- Experience of synchronization of mobile apps with central server/cloud (real time data transaction), debugging.
- Experience of development in native technologies/ mobile frameworks such as HTML5, PhoneGap / Cordova, JavaScript, CSS3, JQuery Mobile.
- Experience with Subversion, SQL, XML, JSON, jQuery Mobile / PhoneGap, HTML5, CSS3, Java Script, XML and Web Services.
- Knowledge of Object Oriented design and programming skills, Web service integration (SOAP, REST, JSON, XML), Service Oriented Architecture (SOA), AIR platform and Mobile Device Management (MDM) platform i.e. Airwatch, MobileIron, Zenprise.
- Familiar with IDE (Eclipse preferred)

### **05. Job Description - Developer (PHP)**

<b>Job Title:</b>	Developer (PHP)	<b>Job Category:</b>	Contract Basis – Consolidated Salary
<b>Project:</b>	Development and Deployment of Ecommerce Portal for Ministry of Textiles	<b>Travel Required:</b>	Yes
<b>Location:</b>	New Delhi	<b>Position Type:</b>	Full Time
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#### **Job Description**

##### **Qualification & Experience:**

- BE/MSc./MCA with 3+ years of experience in Development

##### **Roles & Responsibilities:**

- Contribute in all phases of the development lifecycle for Development
- Produce detailed specifications of system
- Troubleshoot, test and maintain the core product software and databases to ensure strong optimization and functionality
- Develop design models based on requirements documents.
- Support the development of business and requirements artifacts that effectively model the customer's requirements.
- Participate in requirements and design reviews.
- Support system and customer acceptance testing.
- Participate in group improvement activities and initiatives to improve quality.
- Proficiently applies appropriate methodologies to design, code, test, implement and maintain systems.
- Prepare, write, review and maintain effective system documentation

##### **Required Skill Set:**

- Working Experience in Wordpress, PHP
- Working Experience of open source like Drupal, WooCommerce/Magento, Wikis, Joomla
- Working Experience of web technologies including HTML, CSS, JavaScript, AJAX, JQuery etc.
- Working Experience of relational databases, version control tools and of developing web services using REST and SOAP architecture

##### **Desirable Skill Set:**

- Strong knowledge of WordPress Platform, Custom Theme Development and Plugin Development, plugin Integration (WooCommerce, WPML, Membership plugins etc.)
- Knowledge of HTML5, CSS3, JavaScript, PHP/MYSQL and AJAX
- The ability to work on LAMP development environment, cross-browser compatibility issues
- Strong understanding of responsive web design techniques
- Understanding of W3C Web Standards/Semantics and Accessibility Guidelines
- Experience with ReactJS/AngularJS (preferred)



### **06. Job Description - Developer (Mobile)**

<b>Job Title:</b>	Developer (Mobile)	<b>Job Category:</b>	Contract Basis – Consolidated Salary
<b>Project:</b>	Development and Deployment of Ecommerce Portal for Ministry of Textiles	<b>Travel Required:</b>	Yes
<b>Location:</b>	New Delhi	<b>Position Type:</b>	Full Time
<b>No of Post</b>			02

#### **Job Description**

##### **Qualification & Experience:**

- Bachelor's Degree in Computer Science/ Computer Application/ Information Technology/ Information Systems with 3+ years of software development experience in mobile application development

##### **Roles & Responsibilities:**

- Contribute in all phases of the development lifecycle for Development of IIDS2.0
- Write well designed code and integration with existing IIDS mobile application
- Produce detailed specifications of system
- Troubleshoot, test and maintain the core product software and databases to ensure strong optimization and functionality
- Develop and deploy new features to facilitate related procedures and tools if necessary

##### **Required Skill Set:**

- Experience in design and delivery of cross platform mobile applications through Web, Hybrid (ReactNative) and Native (Android preferred) approaches and integration with messaging services.
- Experience of synchronization of mobile apps with central server/cloud (real time data transaction), debugging.
- Experience of development in native technologies/ mobile frameworks such as HTML5, JavaScript, CSS3, JQuery Mobile.
- Experience with Subversion, SQL, XML, JSON, jQuery Mobile, HTML5, CSS3, Java Script, XML and Web Services.
- Knowledge of Object Oriented design and programming skills, Web service integration (SOAP, REST, JSON, XML), Service Oriented Architecture (SOA), AIR platform and Mobile Device Management (MDM) platform i.e. Airwatch, MobileIron, Zenprise.
- Familiar with IDE (Eclipse preferred).

**07. Job Description - Developer (Web Security)**

<b>Job Title:</b>	Developer (Web Security)	<b>Job Category:</b>	Contract Basis – Consolidated Salary
<b>Project:</b>	Development and Deployment of Ecommerce Portal for Ministry of Textiles	<b>Travel Required:</b>	Yes
<b>Location:</b>	New Delhi	<b>Position Type:</b>	Full Time
<b>No of Post</b>			01

**Job Description**

**The Cyber Security Auditor will provide security expertise for initial accreditation and maintaining accreditation of solution. The Cyber Security Auditor performs audit log reviews and escalation of the solution ensuring U.S. Government networks are fully protected against internal and external adversaries.**

**Qualification & Experience:**

- BE/MSc./MCA with 3+ years of experience in Security Audit

**Roles & Responsibilities:**

- In-depth understanding of Public Key Infrastructure (PKI) implementations and associated requirements
- Familiar with Syslog dataflow analysis and interpretation utilizing SIEM
- Conducts interviews with solution operations and government personnel to assess compliance and recommend plans to improve compliance and reduce solution risk
- Provide technical expertise and troubleshooting to maintain continuous operations of mission-critical solutions
- Understands U.S. Government security practices and able to ensure regulations are tightly adhered to including the ability to understand the objective of security guidance and ensure the systems are compliant and secured

**Tasks (included but not limited to):**

- Examines internal IT controls:
  - ✓ Evaluate the design and operational effectiveness
  - ✓ Determine exposure to risk and participate in remediation strategies
  - ✓ Troubleshoot security and network problems and responds to all system and/or network security breaches
  - ✓ Monitors security measures for the protection of the organization's data, systems and networks
- Test and identify network and system vulnerabilities and recommend counteractive strategies to protect the network
- Conduct efficient and effective IT audit procedures
- Participate in change management process
- Communicate complex technical issues in simplified terms to the relevant staff
- Perform regular audit testing and provide recommendations
- Review, evaluate, and test application controls
- Provide recommendations and guidance on identified security and control risks

### **08. Job Description - Designer (Web/UI)**

<b>Job Title:</b>	Designer (Web/UI)	<b>Job Category:</b>	Contract Basis – Consolidated Salary
<b>Project:</b>	Development and Deployment of Ecommerce Portal for Ministry of Textiles	<b>Travel Required:</b>	Yes
<b>Location:</b>	New Delhi	<b>Position Type:</b>	Full Time
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#### **Job Description**

##### **Qualification & Experience:**

- Bachelor Degree with minimum 3+ years of post-qualification experiences in Web & UI Design

##### **Roles & Responsibilities:**

- Develop new user-facing features and/or changes in existing functionality to make it better.
- Translation of UI/UX wireframes to visual elements • Converting Photoshop design layouts to HTML/CSS design.
- Creation of responsive layouts and cross-browser troubleshooting. • Optimizing web assets for optimal speed and performance.
- Advising customers and clients on the limitations of systems and website functionality.
- Make suggestions for improvements in technology, content and user interaction.
- Testing a website before it goes live to identify any problems.
- Designing and deciding on the visual layout of a website.
- Changing the code, software or graphics of existing websites.
- Creating eye-catching and functional digital design concepts across various platforms.

##### **Required Skill Set:**

- Working knowledge of HTML5/CSS3, JavaScript.
- Knowledge of Responsive HTML with bootstraps, and less CSS.
- Having knowledge of Angular5 and above.
- Having basic knowledge of Vue.JS and JQuery framework.
- Knowledge of UI frameworks such as Bootstrap, Material

##### **Desired Skill Set:**

- Sketching, Wire framing, Prototyping, Site Maps, Information Architecture, Color Theory, Collaboration, Autonomy.

### **09. Job Description - Designer (Graphics)**

<b>Job Title:</b>	Designer (Graphics)	<b>Job Category:</b>	Contract Basis – Consolidated Salary
<b>Project:</b>	Development and Deployment of Ecommerce Portal for Ministry of Textiles	<b>Travel Required:</b>	Yes
<b>Location:</b>	New Delhi	<b>Position Type:</b>	Full Time
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#### **Job Description**

##### **Qualification & Experience:**

- Bachelor Degree with diploma in graphics designing and minimum 3+ years of post-qualification experiences in Graphic Design.

##### **Roles & Responsibilities:**

- Create designs, concepts, and sample layouts based on knowledge of layout principles and aesthetic design concepts.
- Determine size and arrangement of illustrative material and copy, and select style and size of type.
- Extensive use of Corel draw, Photoshop to create and generate new images.
- Design eye-catching web and mobile banners for display ad campaigns.
- Design imagery for emails and landing pages.
- Delivering high volume of creative designs within stipulated deadlines.
- Confer with the managers to discuss and determine layout design.
- Develop graphics and layouts for product illustrations, company logos, and Internet websites.
- Prepare illustrations or rough sketches of material, discussing them with clients and / or supervisors and making necessary changes.
- Study illustrations and photographs to plan presentation of materials, products, or services.
- Designing within social media sites such as Facebook, Instagram etc.
- Use high-quality brand etiquette to ensure the right message is delivered through the right channels without offending or annoying anyone.
- Work closely with the offline marketing and online marketing team as well as the IT / web team to ensure coherent delivery of activities aligned to strategic objectives.

##### **Required Skill Set:**

- Excellent in Adobe Photoshop, CorelDraw and Adobe Illustrator and Adobe InDesign.
- Knowledge in working designing logos, banners, social media graphics, posters etc.

##### **Desired Skill Set:**

- Passion for best design with innovative ideas.

## **10. Job Description - Software Tester cum Developer**

<b>Job Title:</b>	Software Tester cum Developer	<b>Job Category:</b>	Contract Basis – Consolidated Salary
<b>Project:</b>	Development and Deployment of Ecommerce Portal for Ministry of Textiles	<b>Travel Required:</b>	Yes
<b>Location:</b>	New Delhi	<b>Position Type:</b>	Full Time
<b>No of Post</b>			02

### **Job Description**

#### **Qualification & Experience:**

- BE/MSc./MCA with 3+ years of experience in Testing

#### **Roles and Responsibilities:**

- To prepare test planning, designing test scenarios for software usability, running these tests, and preparing reports on the effectiveness and defects to the production team.
- Execute all the test case and report defects, define severity and priority for each defect.
- To read all the documents and understand what needs to be tested.
- Interact with customers, update the project manager regularly about the progress of testing activities.
- Carry out regression testing every time when changes are made to the code to fix defects.

#### **Required Skill Set:**

- Expertise in manual and automated testing of client and server applications.
- Must have hands-on experience in QA Role ( Mobile & Web Applications)
- Working experience in an Agile Scrum development process.
- Hands on experience in latest mobile platforms (IOS and Android).
- Experience in handling Native and Hybrid applications testing.
- Experience in writing clear, concise and comprehensive test plans and test cases.
- Strong testing aptitude with clear understanding of testing concepts (testing life cycle test plan test strategy defect life cycle).

#### **Desired Skill Set:**

- Familiarity with common issue tracking tools (i.e. JIRA, Bugzilla, etc.)
- Strong background in system and application level testing.
- Ability to collaborate and communicate effectively with all project roles, across multiple project team.

## **11. Job Description - Content Manager/Writer**

<b>Job Title:</b>	Content Manager/Writer	<b>Job Category:</b>	Contract Basis – Consolidated Salary
<b>Project:</b>	Development and Deployment of Ecommerce Portal for Ministry of Textiles	<b>Travel Required:</b>	Yes
<b>Location:</b>	New Delhi	<b>Position Type:</b>	Full Time
<b>No of Post</b>			03

### **Job Description**

#### **Qualification & Experience:**

- Bachelor Degree with 2+ years of post-qualification experience in the relevant area.

#### **Roles & Responsibilities:**

- Responsible for writing, editing and proof reading of content such as title, descriptions, caption of articles, blogs, features, instructions and coordination/planning associated with curating, creating, scheduling, and distributing content for a website.

#### **Required Skill Set:**

- Leverage keyword research, analytics and SEO tools in order identify content gaps and advise SEO copywriters
- Review existing content on website(s) and advise on strategies to refresh or better optimise
- Monitoring competitor content strategies to ensure we are always leading from an SEO perspective
- Supply relevant information to Project Manager in order to produce content briefs
- Writing event descriptions, manuals and handbooks.
- Writing several interactive pieces for customer engaging activities.
- Writing content for meta keyword and description tags
- Writing other internal documents and customer facing communication
- Writing marketing related documentation where required
- Knowledge of compliance with the law (e.g. copyright and data protection).

#### **Desired Skill Set:**

- Independently published articles are an advantage
- Demonstrated command over multiple Languages.
- Ability to adapt writing to various formats, audiences and situations.
- A fresh, consistent and customer friendly writing style.
- Ability to respond quickly and effectively to tight deadlines
- Ability to work in a team strong dynamic team.
- An understanding of what works on the internet, keywords and meta tags with the ability to write web page titles, meta tag descriptions, alt tags for images etc.
- Awareness and curiosity about marketing trends especially digital marketing
- Knowledge of compliance with the law (e.g. copyright and data protection).
- Excellent verbal communication skills with a good command of the English/Hindi language.
- Advanced written communication skills and an ability to read copy in English.
- Experience with social media engagement strategies and best practices.
- Hands-on experience with MS Office and WordPress.

**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.
6. In case of a query, the following officer may be contacted

**Ms. Vinaya Viswanathan**  
Head- HR  
Digital India Corporation  
Electronics Niketan Annexe,  
6 CGO, Complex Lodhi Road,  
New Delhi – 110003  
Phone No. 011-24303500, 24360490