



Adv. No. – N/350/2024-DIC

DIGITAL INDIA CORPORATION

A section 8 Company, Ministry of Electronics and Information Technology, Govt. of India
Delhi Office: Electronics Niketan Annexe, 6 CGO Complex, Lodhi Road, New Delhi - 110003

Tel.: +91 (11) 24360199 / 24301756

Website: www.dic.gov.in

WEB ADVERTISEMENT

23rd July 2024

The Ministry of Electronics and Information Technology (MeitY) under the Digital India Programme has undertaken a unique initiative, Bhashini, the National Language Translation Mission. Mission Bhashini was launched by Hon'ble PM on 4th July 2022 during Digital India Week 2022 in Gandhinagar, Gujarat. Vision of Bhashini to “Harness natural language technologies to enable a diverse ecosystem of contributors, partnering entities and citizens for the purpose of transcending language barriers, thereby ensuring digital inclusion and digital empowerment in an Aatma Nirbhar Bharat.”

In order to build this ecosystem, The Digital India Bhashini Division (DIBD), an Independent Business Division under Digital India Corporation (DIC). The DIBD is managing and executing the activities of “National Language Translation Mission”: Bhashini. Bhashini (<https://www.bhashini.gov.in>) has been developed as a platform where various components have been integrated to bring stakeholders together. Bhashini works with some of the premier academic institutes, including IITs and IIITs) in India. These institutes are developing state of the art language AI models for various Indian languages. Bhashini platform already hosts 300+ AI based language models in various technologies.

Digital India Corporation/Bhashini is currently inviting applications for the following positions purely on Contract/ Consolidated basis.

Sr. No.	Name of the Post	No. of Vacancies
1.	Assistant Manager- Social Media & PR	01

Screening of applications will be based on qualifications, age, and 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, BHASHINI & NeGD viz. www.meity.gov.in & www.dic.gov.in , www.Bhashini.gov.in and www.negd.gov.in

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



1. Job Title – Assistant Manager- Social Media & PR

Division: Digital India Bhashini Division (DIBD)	Age: Maximum Age for Application is 58 Years
No of Post: 01	Remuneration: Salaries for this position would depend on the qualification and experience of the selected candidate and will be fixed as per the industry norms.
Location: Delhi or as project requirement	Reports to : CEO - DIBD

JOB DESCRIPTION

We are seeking talented Assistant Manager- Social Media and Public Relations to join our team. As Asst. Manager, you will be working closely with reporting to CEO-DIBD to manage Social Media and PR portfolio of the Division. You will be responsible for developing and implementing our social media strategy, managing public relations initiatives, and engage with the online community.

Role & Responsibilities

1. Managing the entire social media portfolio the Division thorough impact driven strategies and increase engagement across various platforms.
2. Plan and execute PR campaigns and initiatives to enhance the company's public image and visibility.
3. Collaborate with various teams to create brand taglines, logo and other promotional material for events, meetings & launches.
4. Travel required as needed.
5. Proven track record of success in similar position.
6. Proficient in creating engaging content, including text, image, and video, for social media channels.
7. Strong interpersonal and teamwork skills
8. Experience of working for a government set up / project is desirable.

Required Profile

Essential Qualification	<ul style="list-style-type: none">• Any Graduate with 3+ Years of Experience in Social Media Handling / Campaigning and Public Relations.• Formulating and executing social media strategy, oversee content creation and engage with the online community.• Must have Demonstrated experience in managing multiple social media calendars of leading Social Media handles.• Coordinating public relations campaigns, including drafting press releases and organizing events.• Bachelor's degree in Marketing, Communications, Public Relations, or a related field will be preferred.
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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 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, 24360199