



**Advt. No. DIC/MOT /13/2024/09**

**Digital India Corporation**

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

**Web Advertisement  
08.10.2024**

**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.

S. No	Name of the Post	No. of Vacancies
1	Senior Executive ( eCommerce Operations)	1

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, NeGD, MyGov, & MeitY viz. [www.dic.gov.in](http://www.dic.gov.in), [www.negd.gov.in](http://www.negd.gov.in), [www.mygov.in](http://www.mygov.in), & [www.meity.gov.in](http://www.meity.gov.in).

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



## **1. Job Description: Senior Executive ( E-commerce Operations)**

The Senior Executive ( E-commerce Operations ) will play a crucial role in overseeing the day-to-day operations of our online platforms. This position requires a strategic thinker with strong analytical skills and a deep understanding of e-Commerce best practices. The ideal candidate will be responsible for optimizing operational processes, improving customer experience, and driving sales growth through effective management of our e-Commerce initiatives. This position requires a deep understanding of ecommerce operations, product & orders management, and customer behavior. The role involves overseeing product listings, driving sales, managing vendor relationships, and ensuring an excellent user experience across product categories. Need to work closely with cross-functional teams, including marketing, logistics, and customer service, to ensure the seamless operations.

**Age Limit:** 25 - 40 Years

**Salary:** Commensurate with the qualification and experience

### **Education Qualifications**

- Master's / Bachelor's degree in business, marketing, commerce, Art, Technology or a related field.

### **Experience:**

- 5+ years of experience in ecommerce operations, orders management, or product merchandising.

### **Roles and Responsibilities**

This role is essential for ensuring smooth day-to-day operations of the eCommerce platform, enhancing the customer experience, driving growth, and maximizing revenue. The role typically involves leadership, strategic planning, cross-functional coordination, and hands-on involvement in operations.

- Oversee the daily operations of the eCommerce platform, ensuring timely product updates, website functionality, and seamless customer experiences.
- Coordinate with various teams (e.g., IT, marketing, sales, logistics) to ensure the smooth operation of the eCommerce business.
- Ensure that order management, inventory control, fulfillment, shipping, and returns processes are efficient and customer-centric.
- Identify and address any issues that arise in the supply chain or within the platform.
- Work closely with marketing and product teams to implement campaigns, promotions, and product launches.
- Collaborate with IT and development teams to troubleshoot and implement website improvements and ensure uptime and performance.
- Track and analyse key performance indicators (KPIs) related to eCommerce operations (e.g., sales conversions, traffic, cart abandonment rates, etc.).
- Monitor and optimize the customer journey to improve conversion rates, customer satisfaction, and repeat purchase behaviour.

- Use data-driven insights to recommend and implement improvements in processes, pricing, and product presentation.
- Oversee the customer service team to ensure queries and complaints are handled promptly and effectively.
- Monitor customer feedback and reviews, using insights to make informed decisions about site improvements and customer policies.
- Work with the content and design teams to create compelling product descriptions, category pages, and marketing campaigns.
- Collaborate with the marketing team to plan category-specific promotions, offers, and discounts to increase sales and customer engagement.
- Monitor customer reviews, ratings, and feedback to identify potential issues, improvements, and areas for product innovation.
- Ensure products meet quality standards and customer expectations by conducting regular audits and addressing any product-related issues.
- Work with marketing teams to create category-specific marketing plans, email campaigns, and social media strategies.
- Coordinate with supply chain teams to ensure smooth fulfillment and timely delivery of products.
- Partner with IT teams to implement new tools or features that enhance category management, such as automated recommendations, filtering, or sorting options.
- To work with the Weavers Service Centre (WSC), Handicraft Service Centre (HSC) and state handloom/handicraft departments.

### **Skill Set**

- In-depth knowledge of ecommerce operations, product lifecycle management, and orders management.
- Ability to think from the customer's perspective and improve the shopping experience.
- Proven ability to negotiate effectively with vendors and suppliers.
- Familiarity with ecommerce platforms, content management systems, and digital marketing tools.
- Experience working with marketing, logistics, customer service, and technical teams.
- High attention to detail for product listings, category curation, and content accuracy.
- Excellent communication and interpersonal skills.
- Proficiency in digital tools and e-commerce platforms.
- Ability to conduct training and capacity-building activities.
- Strong organizational and coordination abilities
- Problem-solving and conflict-resolution 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

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Corporation  
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