

**Advt. No. INDAI/28/2024-INDAI**  
**India AI**  
**Digital India Corporation**  
**Electronics Niketan Annexe, 6, CGO Complex Lodhi Road,**  
**New Delhi – 110003**  
**Tel.: +91 (11) 24360199, 24301756**  
**Website: www.dic.gov.in**

**12.02.2025**

**Web Advertisement**

Ministry of Electronics, and Information Technology, MeitY, has established India AI Independent Business Division (India AI) under Digital India Corporation for implementing the India AI mission. The India AI Mission aims to create a robust ecosystem that accelerates AI innovation through strategic initiatives and collaborations spanning both public and private domains. By democratizing access to computing resources, enhancing data quality, nurturing homegrown AI expertise, attracting top talent, fostering industry partnerships, supporting startup ventures, promoting socially impactful AI projects, and emphasizing ethical practices, the mission seeks to foster responsible and inclusive growth within India's AI landscape. Government of India has recently approved the IndiaAI Mission to democratize access to AI innovation pillars and ensure global competitiveness of India's AI ecosystem catalyzing AI innovation through strategic programs and partnerships across the public and private sectors. By democratizing computing access, improving data quality, developing indigenous AI capabilities, attracting top AI talent, enabling industry collaboration, providing startup risk capital, ensuring socially impactful AI projects and bolstering ethical AI, it will drive responsible, inclusive growth of India's AI ecosystem.

India AI is currently inviting applications for the below position purely on Contract/ Consolidated basis.

S.No	Name of the post	No. of Positions
1	Sr. Manager - Marketing Communications	1

The place of posting shall be in New Delhi but transferable to project locations of IndiaAI as per existing policy of IndiaAI. The details can be downloaded from the official website of DIC, NeGD & MeitY, viz. [www.dic.gov.in](http://www.dic.gov.in), [www.negd.gov.in](http://www.negd.gov.in), & [www.meity.gov.in](http://www.meity.gov.in)

Eligible candidates may apply ONLINE: <https://ora.digitalindiacorporation.in/> Last date for submission of application: 26.02.2025

### **About India AI**

The IndiaAI Mission aims to build a comprehensive ecosystem that fosters AI innovation by democratizing computing access, enhancing data quality, developing indigenous AI capabilities, attracting top AI talent, enabling industry collaboration, providing startup risk capital, ensuring socially impactful AI projects, and promoting ethical AI. This mission drives responsible and inclusive growth of India's AI ecosystem through following seven pillars.

### **About DIC**

The Digital India Corporation (formerly Media Lab Asia) has been set up by the Ministry of Electronics and Information Technology (MeitY), Government of India, to innovate, develop and deploy ICT and other emerging technologies for the benefit of the common man. Digital India Corporation plays the role of a leader in promoting e-Governance by taking forward the projects and activities of the Digital India Programme, to facilitate its stakeholders to realise its goals. It also provides strategic support to Ministries & Departments, both at the Central and State level for carrying forward the mission of the Digital India Programme by way of Capacity Building for e-Governance projects, promoting best practices, encouraging Public-Private Partnerships (PPP), nurturing innovation and technology in various domains. Digital India Corporation has several Independent Business Divisions under it and these include NeGD, MyGov, Bhashini, ISM, IndiaAI and MSH. More details can be seen at <https://dic.gov.in/>

### **Job Description: Sr.Manager, Marketing Communications**

**Role/Position** : Sr. Manager - Marketing Communications  
**Project** : India AI  
**Reporting to** : COO

#### **A. Roles& Responsibilities**

- Develop and execute a comprehensive content strategy that aligns with INDIAai's mission and objectives, ensuring delivery of accurate and engaging AI-related content.

- Produce high-quality written content, including articles, reports, whitepapers, and blog posts, with a focus on the Indian AI ecosystem and its global relevance.
- Manage the social media channels to create content that aligns with the website, and support social live events like LinkedIn Live for ecosystem engagement.
- Lead and mentor a team of content creators, providing feedback and strategic guidance to ensure growth and productivity.
- Liaise with the government, providing monthly updates to the ministry and addressing additional requirements as needed including press briefing & press release.
- Stay updated on AI technologies and trends, demonstrating expertise in the Indian market and producing insightful reports and analyses.
- Ensure all content adheres to INDIAai's editorial guidelines, maintaining high-quality standards and accuracy.
- Oversee content management systems (CMS), ensuring efficient content organization and adherence to publication schedules.
- Collaborate with internal teams, subject matter experts, and external partners to create content that resonates with the audience and advances INDIAai's goals.
- Identify and empanel agencies for developing brand related communication/merchandise/ advertisements etc.
- Conceptualize, develop and execute a comprehensive branding strategy that aligns with INDIAai's mission and objectives.
- Prepare annual media & communication budget and costs framework inline with organizational role.

**B. Essential Qualification and experience:**

- Graduation in any discipline (Mass Communication is desirable)
- 10 +years of experience in diverse roles within Marketing, Awareness & Communication, Brand Management, or Public & Media Relations
- Minimum 2-3 years of experience handling large-scale Media& Communication projects. Experience in a Govt. set up would be preferable.
- Experience in content creation, journalism, or communications with a focus on AI, technology, or a related field.
- Demonstrated ability to manage and grow client relationships and portfolios.
- Excellent communication skills with fluency in English (written and verbal).
- Strong project management skills with a track record of delivering projects on time.
- Creative, lateral thinker with the ability to generate new ideas and solutions.
- Ability to collaborate effectively across teams, drive initiatives, and remain calm under pressure.

**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. DIC/IndiaAI 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 DIC/IndiaAI and the appointees shall not derive any right or claim for permanent appointment at DIC/IndiaAI or on any vacancies existing or that shall be advertised for recruitment by Digital India Corporation in future.
4. DIC/IndiaAI 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.

**HR Division  
India AI Division  
4th Floor, Electronics Niketan 6-CGO, Complex Lodhi Road, New Delhi –  
110003  
Email: [hrd-ai@indiaai.gov.in](mailto:hrd-ai@indiaai.gov.in) HR Team**