

TERMS & CONDITIONS FOR THE POST OF CONSULTANT
MEDIA MANAGEMENT

i) **Educational Qualification:**

- Bachelor's Degree preferably in Journalism from a reputed University / Institution/ Board recognized by Govt. of India / approved by Govt. regulatory Bodies

ii) **Experience:**

- 03 years of Print, Electronic, Internet and Social Media Marketing experience.
- Must have strong knowledge and thorough understanding of marketing, advertising and promotional principles.
- Should have in-depth knowledge and understanding of Social Media platforms, their respective participants (Facebook, Twitter, Google+, YouTube, Instagram etc.) and how each platform can be deployed in different scenarios.
- Should have strong links with Print, Electronic and Internet media outlets.

iii) **Professional Skills**

- Excellent communication skills.
- Ability to effectively communicate information and ideas in written and video format.
- Content Creation
- Project Management
- Strategic Thinking
- Analytical skills
- Interpersonal skills
- IT skills
- Negotiation skills

iv) **Age Limit:**

- Should not be more than 40 years on the last date for receipt of application.

v) **Remuneration:**

- The consultant (Media Management) will be paid a consolidated remuneration p.m.
- Consultant shall not be entitled to any allowance etc.



vi) **Scope of Work/ Job Responsibilities:**

The Consultant's duties will include, but not be limited to the following:

- Create, curate, and manage all published content (images, video and written).
- Monitor, listen and respond to users. Publish online advertisements and open stream for cross-promotions.
- Develop and expand community and/or blogger outreach efforts.
- Design, create and manage promotions and Social ad campaigns.
- Should responsible for social media management for various departments.
- Any other work assigned from time to time

