



**National Institute of Rural Development and Panchayati Raj**  
(Ministry of Rural Development, Government of India)  
**Rajendra Nagar, Hyderabad 500030**

**Advt. No.23/2022**

**INVITES APPLICATIONS FOR Project Manager (Branding & Social Media)**

Deen Dayal Upadhyaya Grameen Kaushalya Yojana, NIRDPR, Hyderabad invites on-line applications for the position of Project Manager (Branding & Social Media) one position on contract basis. The educational qualifications, experience and remuneration are indicated in the table below:

1. Designation	Project Manager (Branding & Social Media)
2. Mode of Recruitment	Direct Recruitment (Contract)
3. Position	One
4. Work Location	Hyderabad.
5. Qualifications and Experience	<ul style="list-style-type: none"><li>•MBA in Marketing with a proven work experience of minimum 2 years as on 31st May, 2022 in social media marketing or as a digital media specialist.</li></ul> <p>Or</p> <ul style="list-style-type: none"><li>•Graduate in any field having a proven work experience of minimum 4 years as on as on 31st May, 2022 in social media marketing or as a digital media specialist.</li></ul>
6. Job Description	<ul style="list-style-type: none"><li>•Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.</li><li>•Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action.</li><li>• Set up and optimize organization's pages within each platform to increase the visibility of Organization's social content.</li><li>•Collate user-generated content in line with the moderation policy for each community.</li><li>•Create editorial calendars and syndication schedules.</li><li>• Continuously improve by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information.</li></ul>

	<ul style="list-style-type: none"> <li>•Collaborate with Ministry and other departments (including Administration and Vigilance and Senior Management) to manage reputation, identify key players and coordinate actions.</li> <li>•Work with PR agencies to ensure NIRDPR builds its brand as a rural connects for India.</li> </ul>
7. Skills required	<ul style="list-style-type: none"> <li>•Excellent consulting, writing, editing (photo/video/text), presentation and communication skills.</li> <li>•Adequate knowledge of web design, web development, CRO and SEO</li> <li>•Knowledge of online marketing and good understanding of major marketing channels</li> <li>•Positive attitude, detail and customer oriented with good multitasking and organizational ability</li> <li>•Fluent in English</li> <li>•Candidate(s) with demonstrable social networking experience and social analytics tools knowledge will be given preference.</li> </ul>
8. Age Limit	Maximum 40 years (Age relaxation will be applicable to the candidates belonging to ST/SC/OBC as per GoI rules)
9. Period and nature of Contract	12 months, purely on temporary basis; extension of another term may be considered purely on performance and project requirements
10. Consolidated Remuneration	Rs.50,000/-
11. TA/DA for field visits	As per the norms of NIRD & PR
12. Last date for applying (on-line submission of applications)	17-07-2022

The candidates who fulfil the qualifications / experience may apply online in the prescribed format ([Click here for Online Application](#)). The candidate should submit a copy of print out of the submitted on-line application at the time of interview and the original certificates of qualification / experience for verification along with attested copies. Only the shortlisted candidates will be called for interview. No TA / DA will be given for attending the Interview.

**General Conditions:**

1. The offered assignment is purely on contractual basis and does not envisage any kind of regular appointment in NIRD&PR in future
2. The tenure of contract will be for a period not exceeding 12 months on such terms and conditions governing the rules of NIRDPR from time to time
3. The Institute has a right to shortlist the candidates as may be necessary
4. Canvassing in any form will be treated as disqualification
5. No correspondence or telephonic enquiry will be entertained as regards short-listing, calling for interview, selection or engagement
6. Experience and qualification will be reckoned as on the last date of submission of application
7. The prescribed qualifications and experience are minimum and the mere fact that a candidate possess the same will not entitle him/ her for being called for interview
8. In case of any inadvertence in the process of selection which may be detected at any stage even after the issue of engagement letter, the Institute reserves the right to modify/ withdraw/ cancel any communication made to the candidates
9. In case of any dispute/ ambiguity that may occur in the process of selection, the decision of the Institute shall be final
10. Last date for receipt of online applications: 17-07-2022
11. The candidates should apply through online registration available on the website
12. The shortlisted candidates will be informed about the date, time and venue of the interview
13. Retired Government persons who apply will be governed as per provisions of Ministry of Finance OM No.3-25/2020-E.IIIA dated 09.12.2020
14. No TA/DA will be paid to any candidate
15. Candidates may regularly visit the website for further information/updates, if any.