



**NATIONAL INSTITUTE OF RURAL DEVELOPMENT & PANCHAYATI RAJ  
RAJENDRANAGAR: HYDERABAD-500030**

**Advt.No.22/2023**

**File no.NIRDPR-DDU0ADMN(RECT)/1/2020-DDUGKY**

**Compno.11532**

Invites online applications for the position of

**"Project Manager (Branding & Social Media)"**

National Institute of Rural Development and Panchayati Raj (NIRDPR) is a premier Institute of National and International repute in terms of training, capacity-building and research in the realm of Rural Development and related aspects. The Institute is looking for a **Project Manager (Branding & Social Media)**, on contract basis.

The details with regard to the Educational qualifications, experience, age, skills required, remuneration, etc. are as follows:

**Project Manager (Branding & Social Media)**

1.	Designation	Project Manager (Branding & Social Media)
2.	Mode of Recruitment	On Contract Basis
3.	No. of Positions	One
4.	Duration	12 months extendable based on performance and project requirements
5.	Qualification & Experience	<ul style="list-style-type: none"><li>• MBA in Marketing with a proven work experience of minimum 2 years as on 31<sup>st</sup>May, 2023 in social media marketing or as a digital media specialist.</li></ul> Or <ul style="list-style-type: none"><li>• Graduate in any field having a proven work experience of minimum 4 years as on as on 31<sup>st</sup>May, 2023 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 organisation'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></ul>

		<ul style="list-style-type: none"> <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> <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> <li>• The selected person may contribute to the capacity building programmes of Centre for Documentation &amp; Communication (CDC).</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	45 years
9.	Remuneration	Rs.50,000/- per month (Consolidated)

### **General Conditions:**

1. An application fee of Rs.300/- plus applicable taxes should be paid by General/OBC/EWS candidates through **Pay Fee (SB Collect)**. No application fee for SC/ST/PWD candidates.
2. Candidate seeking exemption of application fee under SC/ST/PWD category shall require to upload the necessary Caste/PWD category certificate. Otherwise the application is liable to be rejected.
3. The candidates should apply through online registration available on the website <http://career.nirdpr.in/>
4. The offered assignment is purely on contractual basis and does not envisage any form of regular appointment at NIRDPR in future.
5. Candidates are advised to satisfy themselves before applying that they possess at least the minimum essential qualification laid down in the advertisement.
6. In case of large number of applications, the Institute may shortlist the candidates as may be necessary.
7. Number of vacancies are indicative. It may increase/decrease as per actual requirement of the Institute.

8. The Institute reserves the right to relax any of the requirements i.e. age, educational qualification, experience etc. in exceptional cases.
9. Canvassing in any form will be treated as disqualification.
10. No correspondence or telephonic enquiry will be entertained as regards short-listing, calling for interview, selection or engagement
11. The selection will be at NIRDPR, Rajendranagar, Hyderabad.
12. Date, time and venue of written test/interviews shall be communicated to shortlisted candidates only.
13. Only the shortlisted candidates will be called for written test/interview or both as applicable and no TA / DA will be given for attending the written test/Interview.
14. The prescribed qualifications and experience are minimum and the mere fact that a candidate possesses the same will not entitle him/her for being called for written test/Interview.
15. 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.
16. In case of any dispute/ ambiguity that may occur in the process of selection, the decision of the Institute shall be final.
17. Candidates may regularly visit the website for further information/ updates, if any.
18. Applications received after the due date and time will not be considered.
19. The final results shall be communicated to the selected candidates only.
20. Last date for submission of online application is **19.07.2023**. (within 20 days from the date of publication of the advertisement)

Sd/-AssistantDirector  
Administration(Section-I)