

**Subject: Recruitment to the post of ‘Lead Coordinator’ , ‘Assistant Coordinator’ & ‘Graphic Designer’ for DPIIT-CIPAM Social Media & Communication Team on Contract Basis**

**Department for Promotion of Industry and Internal Trade**

The Department for Promotion of Industry and Internal Trade (DPIIT) was established in the year 1995 and was reconstituted in the year 2000 with the merger of the Department of Industrial Development. The department was earlier called Department of Industrial Policy & Promotion and was renamed as DPIIT in January, 2019. The role of DPIIT is to promote/accelerate industrial development of the country by facilitating investment in new and upcoming technology, foreign direct investment and support balanced development of industries.

**Vacancy Details:**

Social Media Team, Cell for Intellectual Property Rights Promotion and Management (CIPAM), Department for Promotion of Industry and Internal Trade (DPIIT)

**Positions:**

S.no	Position	Division	Emoluments*	Nature of Job	Vacancy
1.	Lead Coordinator	DPIIT-CIPAM Social Media Team	60,000/- to 80,000/-	Contractual	1
2.	Assistant Coordinator	DPIIT-CIPAM Social Media Team	30,000/- to 40,000/-	Contractual	1
3.	Graphic Designer	DPIIT-CIPAM Social Media Team	40,000/ to 50,000/-	Contractual	1

\*At the time of hiring, lowest pay band will be offered. However, for deserving candidates, higher salary may be offered on recommendation of recruitment committee members.

# Initially contract will be offered for a period of one year which may be renewed annually keeping in view the requirements and performance of the candidate, subject to a total tenure of 3 years.

**IMPORTANT:**

1. Mere fulfilment of eligibility criteria does not entitle a candidate to be shortlisted for further selection process. CIPAM reserves the right to raise qualification and experience criteria in order to restrict number of candidates to be considered for further selection process.

2. Interested applicants should submit their application in prescribed format, with a scanned passport size photograph affixed on top right corner of application. Application must clearly contain contact details (Tel no. and email address) date of birth, details of qualifications, details of experience with nature of duties and **clearly mention applying for which post**. Applications not containing essential details shall be summarily rejected.
3. Only shortlisted candidates shall be contacted for verification of their documents, and subsequent to their eligibility confirmation will be called for the interview.
4. **Application should be submitted through email only at cipam-dipp@gov.in** in the prescribed format (Annexure D). Applications received through post or any other mode and in any other format shall not be entertained.
5. Last date of submission of application is **6<sup>th</sup> October,2021**.

## **Lead Coordinator**

### **Eligibility Criteria:**

- Post-Graduation from recognized university in any discipline or equivalent,
- Minimum 5 years work experience (other than internships and work experience as part of course requirement) in Social Media Marketing, Campaign Strategy and Branding, SEO, Organic Digital Marketing, Content Marketing, Content Creation etc.
- Age should be less than 40 years as on 1<sup>st</sup> August,2021.

However, preference will be given to:

- Candidates with experience more than minimum requirement.
- Candidates with educational qualification in social media or experience working knowledge in planning, managing and executing social media initiatives.
- Prior experience of working with a Government organization/Department in any field.

### **Job Description:**

- To strategize, prepare, implement and re-invent strategy to enhance department's social media presence
- Planning and executing National-level campaigns to promote the DPIIT-CIPAM's initiatives among general public
- Managing public relations for the DPIIT-CIPAM
- Coordinating with various departments/ sections within DPIIT and sourcing information to create original content
- Event Management for Government events
- Managing and maintaining the CIPAM website
- Preparing and submitting analysis report of all social media handles / accounts (Startup India, Make in in India, EODB, CIPAM and DPIIT etc.) on a weekly basis
- Writing press releases, speeches preparing content as per requirement.
- Ensuring cross promotion between various Government department and bodies
- Ensuring better communication within the department and taking approvals on sensitive content
- Leading DPIIT-CIPAM social media team

## **Assistant Coordinator**

### **Eligibility Criteria:**

- Graduation from recognized university in any discipline or equivalent.
- Minimum 2 years of work experience (other than internships and work experience as part of course requirement) Social Media Marketing.
- Age should be less than 35 years as on 1<sup>st</sup> August,2021
- Working knowledge in planning, managing and executing social media initiatives

However, preference will be given to:

- Candidates with experience more than minimum requirement.
- Candidates with educational qualification in social media or experience working knowledge in planning, managing and executing social media initiatives.
- Prior experience of working with a Government organization/Department in any field.

### **Job Description:**

- Primary responsibility will be to assist the Lead Coordinator.
- To prepare, implement and re-invent strategy to enhance department's social media presence
- To post tweets from DPIIT & CIPAM's social media platforms on a regular basis
- To create original content for various platforms as well as Newsletter/ brochures/ pamphlets etc, as per stringent timelines.
- To devise ways for disseminating the content in interesting manner for different target audiences.
- To ensure better communication within the department

## **Graphic Designer**

### **Eligibility Criteria:**

- Graduation in Design, Animation, Digital Filmmaking, Digital Media Production and Communication Design, Fine Arts or related fields.
- Minimum 4 years of experience in a corporate setting, advertising agency, design studio, or consulting firm.
- Age should be less than 35 years as on 1<sup>st</sup> August,2021

However, preference will be given to:

- Candidates with experience more than minimum requirement.
- Candidates with work experience in designing of newsletters, publications, and Internet and Web-based media, Proven graphic designing experience along with a strong portfolio of illustrations and other graphics
- Prior experience of working with a Government organization/Department in any field.

### **Job Description:**

- To create infographics/ creatives/ posters/ pamphlets and videos etc. for social media
- To coordinate with all divisions within the department to prepare visually-appealing content
- To use creative flair, versatility, conceptual/visual ability and originality and devise ways for presenting department's work in a creative manner
- To review and optimize the design and content of all online assets, including the CIPAM & DPIIT website
- To adhere to strict timelines and deadlines
- To think creatively while designing logos, images and interpret ideas into visual elements.

**Annexure D**

Cell for IPR Promotion and Management  
Department for Promotion of Industry and Internal Trade  
Ministry of Commerce and Industry

Application for position in CIPAM

**I. Personal Data**

Name in Full	
Date of Birth DD-MM-YYYY Age as on 01-01-2021	
Address for correspondence	
Mobile/Phone Number	
E-mail ID	
Nationality	
AADHAR/VOTER ID/PASSPORT No.	

**II. Educational Qualifications (starting from highest)**

Degree/ Diploma	University/Institution	Subjects	% of Marks	Year


**III. Work Experience**

<b>Organisation</b>	<b>Designation</b>	<b>Nature of Work</b>	<b>Duration (From-To)</b>	<b>Tenure (in Months)</b>

**IV. Present Employment**

<b>Organisation</b>	<b>Designation</b>	<b>Nature of Work</b>	<b>Current CTC</b>	<b>Date of Joining</b>

**V. Any other information relevant to candidate e.g. significant achievements, award, etc.**

<b>Particulars</b>	<b>Year</b>

**VI. References**

<b>Name and contact information</b>	<b>Particulars of relationship</b>



Declaration & Certificate

I hereby declare that all the statements made in this application are true and correct to the best of my knowledge and belief. If any of the particulars furnished by me are found to incorrect or suppressed, my candidature is liable to be rejected at any stage during and after selection process or after joining without any reference. Further, I understand that this position is purely temporary on contract basis.

(Signature of Applicant)

Name:

Place :

Date :