

Cell for IPR Promotion and Management (CIPAM) A professional body under the aegis of Department for Promotion of Industry and Internal Trade (DPIIT) which ensures focused action on issues related to IPRs and addresses the 7 identified objectives of the policy. CIPAM assists in simplifying and streamlining of IP processes, apart from undertaking steps for furthering IPR awareness, commercialization and enforcement. CIPAM invites passionate and committed individuals to join hands and make a difference.

Last date of submission of applications is 13th February, 2019. Interested candidates should send their updated resume at cipam-dipp@gov.in

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

Job Description- Lead Coordinator, Assistant Coordinator and Graphic Designer

Lead Coordinator

Job Description:

- To prepare, implement and re-invent strategy to enhance department's social media presence
- To post tweets from DIPP's Twitter handle on a regular basis
- Coordinate with various departments/ sections within DIPP to create original content
- To devise ways for presenting department's work in an interesting manner
- To prepare and submit analysis report of all social media handles / accounts (Startup India, Make in India, EODB, CIPAM and DIPP) on a weekly basis
- Writing press releases/ documentation as and when required
- To ensure cross promotion
- To ensure better communication within the department

Eligibility Criteria:

- A Degree, preferably, in marketing, advertising, public relation, mass communication or related field; plus 2-3 years related experience; or a combination of equivalent experience and/ or education
- Working knowledge in planning, managing and executing social media initiatives
- Knowledge of digital marketing current best practices and understanding of digital production processes
- Knowledge of strategic planning and processes for creative development, including research tools and evaluation of results
- Should be well-versed with English and Hindi languages
- Experience in working with the government preferred

Skills Required:

- Accurate and detail-oriented
- Highly organized and ability to adapt quickly to changing priorities

- Knowledge in Microsoft Office, Adobe Creative Suite, Flash, HTML
- Strong project management skills
- Excellent written, verbal and interpersonal communication skills
- Excellent problem-solving skills

Emoluments Proposed: As per qualifications and experience of the selected candidate.

Assistant Coordinator

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 DIPP's Twitter handle on a regular basis
- Coordinate with various departments/ sections within DIPP to create original content
- To devise ways for presenting department's work in an interesting manner
- To prepare and submit analysis report of all social media handles / accounts (Startup India, Make in India, EODB, CIPAM and DIPP) on a weekly basis
- Writing press releases/ documentation as and when required
- To ensure cross promotion
- To ensure better communication within the department

Eligibility Criteria:

- Any Graduate
- Working knowledge in planning, managing and executing social media initiatives
- Knowledge of digital marketing current best practices and understanding of digital production processes
- Should be well-versed with English and Hindi languages
- Knowledge in Microsoft Office, Power Point

Emoluments Proposed: As per qualifications and experience of the selected candidate.

Graphic Designer

Job Description:

- To create infographics/ creatives/ posters/ pamphlets etc. for the whole department for social media

- To coordinate with all sections/ and handlers of social media accounts to prepare visually-appealing content
- To devise ways for presenting department's work in a creative manner

Eligibility Criteria:

- Graduation in Design, Animation, Digital Filmmaking, Digital Media Production and Communication Design, Fine Arts or related fields.
- 2-3 years of experience in a corporate setting, advertising agency, design studio, or consulting firm.
- Experience with the design of newsletters publications, and Internet and Web based media
- Knowledge of graphic design techniques and printing production procedures
- Proficient in using Adobe Creative Suite in a PC environment
- Ability to handle multiple tasks simultaneously to meet time sensitive deadlines
- Ability to create superior, original concepts while staying on visual brand
- Experience in working with the Government preferred

Emoluments Proposed: As per qualifications and experience of the selected candidate.