

**Terms of Reference for the Innovation Lead (Media and Communication)**

NITI Aayog Reference: A-12024/03/2021-Adm 1 B dated 30<sup>th</sup> June, 2021

Title: **Innovation Lead (Media & Communication)**

1. Name of the Vertical: Atal Innovation Mission, NITI Aayog

2. Purpose of assignment:

- Support the development of a “Social Media Strategy” for AIM
- Develop & execute medium specific strategies for promotion of AIM Programmes
- Use medium- specific analytics to tailor content for social media
- Develop and implement marketing and communications strategies and campaigns vis-à-vis various programs being carried out by AIM
- Coordination with Press Information Bureau
- Monitor Creative Agencies & work progress
- Manage and coordinate with social media agencies/vendors
- Work with programme and other stakeholders for planning & content creation
- Support in photo and video documentation for AIM events

**3. Duration:** Minimum 3 Yrs (as per NITI Policy) which is extendable depending upon the requirement of AIM.

**4. Age Limit:** Candidate should be below 40 years of age as on the date of advertisement.

**5. Remuneration:** Consolidated pay in the range of Rs.80,000 - 1,45,000/- per month (inclusive of all)

**6. Tasks Related to Assignment & any another task incidental thereto:**

Define key indicators for each communications channel, Create internal communications protocols and initiatives that will foster employee moral, Oversee the creation of marketing and communications collateral to ensure its consistence with the organization's brand, including social media, website etc, Compose, edit and deliver internal newsletter on a monthly basis, Arrange, manage and represent the organization at events and press conferences, Write and edit official Press Releases, Reaching out to influencers, media and beyond in order to arrange story placement on a national and global level, Arrange interviews/podcasts/media meets etc for media visibility of Atal innovation mission Programmes, Maintain strong public relations with media and other stakeholders, Manage and update content across platforms (website, email) and social media channels on an ongoing basis and Support in photo and video documentation for AIM events

**7. Qualifications and Competencies:**

A. Academic : Masters in Mass Communications or Masters in Journalism or Masters in Public Relations or Masters in Mass Multimedia & Communications

B. Work experience: Minimum 3 years of professional work experience as a Communication Professional having excellent track record of using tools and techniques to increase the visibility of the Organisation, experience in working on diverse and wide-ranging communication strategies through all forms of media, content creation and having proficiency in Microsoft Office Packages, Adobe Illustrator, InDesign, Canva, Photoshop. Good knowledge of design softwares like InDesign, Illustrator, GIF creation software would be preferable.

**Note:** Experience of internship/training will not be accounted for.

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