

Terms of Reference for the Young Professional (Media and Communication)

NITI Aayog Reference: A-12024/03/2021-Admn 1B dated 30.06.2021

Title: Young Professional (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 2 Yrs (as per NITI Policy) which is extendable depending upon the requirement of AIM.

4. Age Limit: Candidate should be below 32 years of age as on the date of advertisement.

5. Remuneration: Rs.60,000/- per month (Consolidated, inclusive of all)

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

Coordinate internal communication flow for the organisation, Support in building communication plans, Collate and conceptualise information for Brochures, handbooks, Newsletters, etc within the teams, Collate content for official website and keep record of outdated information on website, Coordinate with external creatives agencies, Communicate & Coordinate with mainstream media regularly, Monitor media mentions and inquiries, Build long-term relationships with influencers and key stakeholders

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 1 year of professional work experience as a Communication Professional having excellent skills in handling social media (All platforms), copywriting and proofreading, content creation, Photo and video-editing, using tools and techniques to increase the visibility of the Organization, using multimedia and having proficiency in Microsoft Office Packages, Adobe Illustrator, InDesign, Canva, Photoshop etc..

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