



## Directorate of Knowledge Management in Agriculture

Indian Council of Agricultural Research

Krishi Anusandhan Bhavan-I, Pusa,

New Delhi-110012

### Walk-in Interview

ICAR intends to hire services of Social Media Content Developer (01 post) and Social Media Handlers (03 posts) to work in Social Media Cell (SMC) purely on contract basis initially for a period of **six months** (further extendable based on satisfactory performance). Walk-in-Interview for posts of Content Developer and Handlers will be held **on 15.02.2018 (Thursday)**. Interested candidates are requested to report by 10:00 AM at the Committee Room No. 704, Directorate of Knowledge Management in Agriculture, Krishi Anusandhan Bhavan-I, Pusa, New Delhi on the specified date. Candidates shall bring all documents in original with them on the day of interview for verification of papers etc. Details of qualifications, job profile and other instructions are as follows:

#### Main Tasks, Responsibilities & Scope of Work:

Responsibilities of the Social media Content Developer and Social media Handlers will be as under:

- Strengthening of Social media activities covering the entire NARS.
- Content mobilization, packaging, designing, posting and response management.
- Editing and designing of the content (including images) as per requirement of specific social media platform i.e. Facebook, Twitter, Youtube Channel etc.
- Posting of content on respective social media platform after approval.
- Identifying the items and their sources.
- Sourcing the material.
- Developing the material in presentable form.

#### Qualification, Skills, knowledge and Competencies requirement for the social media Content Developer and social media Handlers

S. No	Name of Post:	Details
1	<b>Social media Content Developer (No of Posts -One)</b>	<b>Essential Qualifications &amp; Experience:</b> <ol style="list-style-type: none"><li>Master's degree/PG Diploma (2 years) in Mass Communication/Journalism from a recognized university. <p style="text-align: center;">or</p>Master's degree in Agriculture or allied sciences from a recognized university.</li><li>At least 5 years substantive experience in content development in an organization of repute.</li><li>The candidate must have contributed in content writing/development for social/digital media as evidenced by published work preferably in the field of agriculture.</li></ol> <p style="text-align: center;"><b>Or</b></p>

		<p>Retired Agricultural Scientist/ Professional having high level publications as evidenced by published work like Popular articles/ Books etc.</p> <p><b>Desirable Qualification &amp; Experience:</b></p> <ul style="list-style-type: none"> <li>• Excellent writing, editing, presentation and communication skills in English and Hindi.</li> <li>• Computer literacy in MS Office (Word, Excel, Power point).</li> <li>• Social media content development experience in agriculture and allied sector will be preferred.</li> </ul>
2	<p><b>Social media Handlers (DTP)</b></p> <p>(No of Posts - One)</p>	<p><b>Essential Qualifications &amp; Experience:</b></p> <ul style="list-style-type: none"> <li>• Bachelor's Degree with two years' (or more) experience in DTP for print/ e-Publications/ social media.</li> <li>• Proficiency in DTP software i.e. Coral Draw, Adobe InDesign, Equation Editor etc.</li> </ul> <p><b>Desirable Qualification &amp; Experience :</b></p> <ul style="list-style-type: none"> <li>• Master's Degree/ PG Diploma in publishing.</li> <li>• Knowledge of printing/ e-publishing procedures for social media.</li> <li>• Proficiency in working in English and Hindi both.</li> </ul>
3	<p><b>Social media Handlers (Graphic Designer)</b></p> <p>(No of Posts -One)</p>	<p><b>Essential Qualifications &amp; Experience:</b></p> <ul style="list-style-type: none"> <li>• Bachelor's Degree with two years' (or more) experience in fine arts/ graphic designing for print/ e-Publications/ social media.</li> <li>• Proficiency in DTP software Adobe illustrator, Photoshop, GIMP etc.</li> </ul> <p><b>Desirable Qualification &amp; Experience :</b></p> <ul style="list-style-type: none"> <li>• Master's Degree/ PG Diploma in Graphics Designing.</li> <li>• Knowledge of printing/ e-publishing procedures for Social Media.</li> <li>• Proficiency in working in English and Hindi both.</li> </ul>
4	<p><b>Social media Handlers (IT)</b></p> <p>(No of Posts -One)</p>	<p><b>Essential Qualifications &amp; Experience:</b></p> <ul style="list-style-type: none"> <li>• B.Tech in IT, CSE, ECE etc. or Master of Computer Applications.</li> <li>• Two years' (or more) experience of working in Linux Operating System, development of web based applications, PHP and MySQL.</li> </ul> <p><b>Desirable Qualification &amp; Experience :</b></p> <ul style="list-style-type: none"> <li>• Expertise in network administration using Linux/ Windows, design and development of Information Management Systems (with proof).</li> </ul>

		• Certificate Course in PHP, Java, MySQL.
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**Remuneration**

**a) For Social media Content Developer**

Consolidate amount of Rs. 60,000/- (Consolidated) (inclusive all) will be paid.

**b) For Social media Content Handlers**

Consolidate amount of Rs. 35,000/- (Consolidated) (inclusive all) will be paid.

Tax will be deducted as per Govt. of India Norms. No leave will be granted during the consultancy period.

**TA/DA**

- i. TA/DA entitlement will be as per the ICAR guidelines.
- ii. No TA/DA will be paid for attending the interview.

**Application format:** Name, Fathers Name, Date of Birth, Full Present and Permanent address with Telephone Numbers and email address, Category: General/SC/ ST/OBC, Qualification details with percentage marks from matriculation/high school onwards (starting from the highest qualification first), Previous Experience (experience certificates), self-declaration regarding truthfulness in the application, signature with date and place.

**Under Secretary.**