

Subj.: Recruitment of a part-time Consultant (Media) in NBCFDC req.

National Backward Classes Finance & Development Corporation (NBCFDC) is a Govt. of India undertaking under the aegis of Ministry of Social Justice & Empowerment, Govt. of India, working for the up-liftment of economic status of the poor amongst the Backward Classes by providing concessional financial assistance to the target group through the Channel Partners, Regional Rural Banks (RRBs) and Public Sector Banks (PSBs). The Corporation additionally undertakes Skill Development and other promotional activities for its target groups as defined by Government from time to time.

The Corporation is looking for a Consultant (Media) on part-time basis from Open Market, purely on contract basis initially for a period of 06 months, having comprehensive understanding of media related promotional works. He will play a key role in supporting the Corporation in promoting its schemes through various trending media/social media platforms and will also initiate the actions to help the Corporation in fundraising through CSR. This position requires an experienced, dedicated, hardworking and efficient person in relevant field. A brief job description is as below:-

- To work closely with social media platforms/domains to create contents for the organisation for social media presence, including keeping social media channels updated and brand-focused, and seeking out new social media avenues and ways of connecting with stakeholders/people/target group.
- to manage organisation's social media channels, including Facebook, LinkedIn, Twitter, and other relevant platforms.
- To create dynamic written, graphic, and video contents to put on trending social media platforms.
- To optimize content following search engine optimization (SEO) and pay-per-click (PPC).
- To create content that promotes stakeholder/people interaction, increase followers presence on Corporation's sites, and encourage lending activities/CSR promotional activities.
- To work as part of a team to develop large social media campaigns.
- To propose new ideas and concepts for social media content.

The positions will be at the Corporations' Head Office located at New Delhi. Desirous applicants may submit their applications within 15 days from the date of publication of this advertisement to HoD(Admn.), NBCFDC, 5th Floor, NCU Building, 3-Siri Institutional Area, August Kranti Marg, New Delhi 110016.

The details and Educational Qualification of the above are at Annexure-I.

Annexure- I

Details of Post & Educational Qualification-

1.	Name of Post	Consultant (Media) - Part-time
2.	No. of Post	One (01)
3.	Consolidate Salary	Rs.37,500/- p.m. consolidated
4.	Upper age limit	60 years (as on 30.06.2024)
5.	Educational Qualification	- Graduate in any discipline - Degree/diploma in relevant field
6.	Experience	-At least 10 years work experience of any Govt Body/CPSU/Corporate etc. in relevant field -Strong written and verbal communication skills (Bilingual) - Well-versed in working on various trending social media platforms - Self-driven with exceptional analytical and problem solving abilities