

URDU ACADEMY : DELHI

(GOVT. OF NCT OF DELHI)

C.P.O. BUILDING KASHMERE GATE, DELHI-110006.

APPLICATION FORM FOR THE POST OF CONSULTANT (SOCIAL MEDIA) ON CONTRACT BASIS

1. Name of the Candidate : Shri/Smt./Kumari _____
2. Father's/Husband's Name : Shri _____
3. Date of Birth : _____
4. Postal Address : _____
5. Permanent Address : _____
6. Nationality : _____
7. Phone No(s) : Mobile No. _____ Landline No. _____
8. Email Address : _____
9. **EDUCATIONAL & PROFESSIONAL QUALIFICATIONS (Self attested Copies of the certificate be attached)**

S. No.	Examination Passed	Board/University	Medium	Year of Passing	Div & %	Subject
I	Secondary Examination					
II	Sr. Secondary Examination					
III	Graduation					
IV	Post Graduation					
V	Course in Journalism/Mass Communication/Media					
VI	Diploma/ Certificate Course in computer software					
VII	Any Diploma/Degree in Urdu Language					

10. Experience
a) Computer Typing in Urdu, English and Hindi _____
b) Others _____
11. Detail of Past Service(if any) From _____ To _____
a) Name of the Post _____
b) Name of the Employer _____
c) Job Profile (in brief) _____
12. The application forms for the post of Consultant (Social Media) on contract basis can be downloaded from Academy's website w.e.f. 7th April 2018 from 10 AM onwards .
13. Last date of submission of application form is 17.04.2018 on working days except weekly off and holidays. The application forms without relevant documents will not be considered .
14. The applications received after the due date and time will not be entertained.

Signature

Name

URDU ACADEMY :DELHI

The basic requirements, essential qualifications remuneration age limit etc. for the post of Consultant (Social Media) have works out as under:-

Essential Qualification

- (i) Possesses Graduate Degree in any discipline from any recognized university .
- (ii) One year working experience in the field of Social Media.
- (iii) Demonstrates creativity and documented immersion in Social Media. (Give links to profiles as examples.)
- (iv) Proficient in content management, theory and applications.
- (v) Experience sourcing and managing content development and publishing.
- (vi) Exhibits the ability to jump from the creative side of promotion to analytical side, able to demonstrate why their ideas are analytically sound .
- (vii) Displays in-depth knowledge and understanding of social Media platforms, their respective participants (Face book, Twitter Instagram, You Tube, P interest etc.) and how each platform can be deplored in different scenarios .
- (viii) Maintains excellent writing and language skills.
- (ix) Displays ability to effectively communicate information and ideas in written and video format.
- (x) Admiration for Art, Culture and literature and an appreciation for regional languages will be valuable.

Duties of the Consultant (Social Media)

1. Setup a complete social networking management system for the Department and manage the same.
2. Generate buzz about Department activities and engage citizens over its initiatives.
3. Manage social media campaigns and day-to-day activities including .
 - a) Develop relevant content topics to reach the Department target beneficiaries .
 - b) Create, curate, and manage all published content (images, video and written).
 - c) Monitor, listen and respond to public in “Social” way while Department programmes and policies.
 - d) Conduct on line advocacy and open a stream for cross promotion.
 - e) Develop and expand community and/or influencer outreach efforts.
 - f) Oversee design(Face book Timeline Cover, Profile Pic, thumbnails ads, landing pages, Twitter profile, Blog etc.)
 - g) Design, create and manage promotions and Social and Campaigns.
 - h) Manage effort in building online reviews and reputation. Monitor online reviews and respond to each review.
 - i) Complete reports for Department showing results.
 - j) Monitor social media sentiments.
 - k) Develop organizational elements in order to implement a proactive process
 - l) Monitor trends in social media tools application, channels design and strategy
 - m) Populating , publishing and updating the content as and when required on 24x7 basis. The frequency of information will be on a continuous and daily basis .
 - n) To develop interesting and innovative content, campaigns, competitions, so as to have proper communication strategy for various social media platforms to enhance the reach of content in real time basis.

Proposed Remuneration strategy Remuneration

Consolidated amount of Rs.45000/- per month

Age Limit:

Not more than 45 years as on last date of application

Initially for 89 days which can be extended based on performance with the approval for the Competent Authority.

TERMS AND CONDITIONS

1. The appointment will not confer any right for regular appointment to the post and may be even when a regular post is lying vacant.
2. The appointee will not be granted any claim or right for regular appointment to any post.
3. The appointee shall be on the whole time appointment of the institution/department and shall not accept any other appointment, paid or otherwise and shall not engage himself/herself in private practice of any kind during the period of contract.
4. The contractual appointment is purely on temporary basis and can be terminated any time by the Employer during the currency of the agreement without assigning any reason or giving any notice.
5. The employee will sincerely perform the duties assigned to him/her by the Urdu Academy to the satisfaction of the Academy.
6. Any unauthorized absence from duty for more than five days will lead to termination of the contract.
7. Leave entitlement will be one C.L. per completed month. No other leave will be admissible.
8. Upper age limit is relaxable for SC/ST/OBC/Ex-Serviceman candidate as per rules(5 years for SC/ST and 03 years for OBC). The candidates seeking benefits of reservation under these categories should produce the relevant certificate issued before the date of submission of application .SC/ST certificates issued from Judicial/revenue Authorities otherwise the candidate will be considered as unreserved.
9. The Government reserves the right to reject any or all applications received without assigning any reasons or giving notice etc.
10. The prescribed qualification is minimum and possessing.
11. No TA/DA will be paid for appearing for interview.
12. Canvassing in any form will render the candidate disqualified for the post.
13. If any declaration /information furnished is found false or any material/fact suppressed willfully, the contractual representation will be entertained in this regard.
14. The decision of the selection Board Head of Department regarding selection of the candidates will be final and no representation will be entertained in this regard.
15. The application forms for the post of Consultant (Social Media) on contract basis can be downloaded from Academy's website 7th April 2018 from 10 AM onwards .

Last date of submission of application form is 17.04.2018 on working days except weekly off and holidays. The application forms without relevant documents will not be considered .

The applications received after the due date and time will not be entertained.

Name of post : Consultant (Social Media)

The last date of submission of applications : The last date of submission of applications of applications : 17-04-2018 upto 4.PM.

The essential and desirable Qualifications and duties : Can be seen on Academy website

Secretary Urdu Academy Delhi (Govt. of Delhi) invites applications for the Temporary post of Consultant (Social Media) on Contract basis. The candidate who fulfill the essential and desirable qualifications and other requirements are eligible to apply for the above post.

Note: The application received after the due date and time will not be considered the eligible candidates who fulfill the required and desirable qualification will be called for interview before the staff selection Board . No TA/DA will be paid for appearing for interview.

SIGNATURE OF APPLICANT

NAME