



BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED

(A Government of India Enterprise under Ministry of Information & Broadcasting)
(A Mini Ratna Company)

Corporate Office: BECIL Bhawan, C-56/A-17, Sector-62, Noida-201307
Phone: 0120-4177850, **Fax:** 0120-4177879 **Website:** www.becil.com

VACANCY NOTICE

DOORDARSHAN NEWS, NEW DELHI

Applications are invited for short term recruitment of personnel for **Digital / Social Media Project** on contract basis for deployment in DD News, New Delhi initially for a period of six months.

Details of the posts (i.e. Designation, Experience, Role and responsibility and key parameters, Remuneration etc.) are enclosed as Annexure-A.

Eligible candidates will be called for interview on a short notice. Information for interview will be sent via Email / SMS on the mobile of the candidates, mentioned in the registration form.

Application forms may be obtained from **BECIL's Corporate Office: C-56, A/17, Sector-62, Noida-201307** or **downloaded** from www.becil.com. The duly filled in application form along with self-attested photocopies of educational/ experience certificates, two passport size photograph, PAN Card, Aadhar Card and **non-refundable registration fee of Rs.500/- (Rupees Five Hundred Only) for General and OBC candidates and Rs.250/- (Rupees Two Hundred Fifty only) for SC/ST/PH candidates** by cash or demand draft drawn in favor of **BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED** payable at **New Delhi** may be submitted to Assistant General Manager (HR) in **BECIL's Corporate Office at BECIL Bhawan, C-56/A-17, Sector-62, Noida-201307 (U.P.)**.

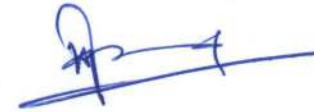
Last date for submission of application forms is January 10, 2019.

Sd/-
Mahesh Chand
Assistant General Manager (HR)

	Title / Positions	Number	Experience, Roles and Responsibility & Key Parameters recommended	Amount Per Resource Person (per month) in Rs.
1	Social Media Officer & Project Delivery Head	1	<p>Experience: Minimum 8 Yrs.</p> <p>Roles & Responsibilities:</p> <ol style="list-style-type: none"> 1. Work as team leader of Social Media and will handle the day to day affairs. 2. Will be held responsible to overview the social media for DD News (Hindi/English) 3. Will be responsible for providing reports to PMO and to execute the instructions laid by PMO office. 4. Will be responsible for hiring & managing the right talent pool for the social media team. 5. Will be responsible for growing current social reach for DD News. <p>Key Parameters recommended:</p> <ol style="list-style-type: none"> 1. Sound knowledge for Global Social Media & Digital Trends. 2. Sound knowledge of Indian Territory and news development in regions. 3. Sound knowledge of Advertising, Marketing, Team Management. 3. Tech Savvy and should be comfortable to use new emerging technology <p>Desired Qualifications : Masters Degree / MBA</p>	180000
2	News : SM Delivery Planning & Execution Managers (Shift)	2	<p>Experience : Minimum 8 Yrs.</p> <p>Roles & Responsibilities :</p> <ol style="list-style-type: none"> 1. Work as nodal officer for Social Media for the corresponding shift and will handle all the executioners, coordination, implementation part for the online post. 2. He/she will be looking after for the posts and content to be made available online is up to the mark in terms of quality and content. 3. Shift Managers will be giving direction to the execution team and will be accountable for the published content by the social media team (in his/her shift). 4. Will be responsible for growing current social reach for DD News (Hindi/English) through Facebook, Twitter & Youtube. <p>Key Parameters recommended :</p> <ol style="list-style-type: none"> 1. Pre understanding the impact of what is being published. 2. Knowledge of Current Affairs and Ground Reality and its impact on social media. 3. Tech Savvy and should be comfortable to use new emerging technology <p>Desired Qualifications : Masters Degree / MBA / PG Diploma in Marketing</p>	115000



	Title / Positions	Number	Experience, Roles and Responsibility & Key Parameters recommended	Amount Per Resource Person (per month) in Rs.
3	News : Senior Image/Video Analyst & Editor (SM)	2	<p>Experience : Minimum 5 Yrs.</p> <p>Roles & Responsibilities :</p> <ol style="list-style-type: none"> 1. Will supervise the videos and create final edits and do additional packaging(whenever required) for the video to be shared over social media. 2. He/She will be looking after for quality of Video and Audio used in the package to be published along with the content. 3. He/She will make sure that the content in VO and Visuals is crisp and not deviating fro the subject line of the package. 4. He/She will decide the legth / format of the social media videos. <p>Key Parameters recommended :</p> <ol style="list-style-type: none"> 1. Sound knowledge of popular Image/Video Editing Tools on Mac / Windows Platforms. 2. Understanding Video Compression Codec. 3. Pre understanding the impact of what is being published. 4. Tech Savvy and should be comfortable to use new emerging technology and should be proficient in video editing <p>Desired Qualifications : Masters Degree</p>	100000



	Title / Positions	Number	Experience, Roles and Responsibility & Key Parameters recommended	Amount Per Resource Person (per month) in Rs.
4	News : Video/Image Editor & Optimizers (SM)	3	<p>Experience : Minimum 4 Yrs.</p> <p>Roles & Responsibilities :</p> <ol style="list-style-type: none"> 1. Will edit the videos and create final timelines for approval. Sometime publish the video and do additional packaging(whenever required) for the video to be shared over internet. 2. He/she will be looking after for quality of Video and Audio used in the package to be published along with the content. 3. He/she will make sure that the content in VO and Visuals is crisp and not deviating from the subject line of the package. 4. He/she will optimize and edit to deliver videos & images in socially shareable formats most suited for Facebook, Twitter and Youtube. <p>Key Parameters recommended :</p> <ol style="list-style-type: none"> 1. Sound knowledge of popular Image/Video Editing Tools on Mac / Windows/ Linux Platforms. 2. Understanding Video Compression Codec. 3. Pre understanding the impact of what is being published. 4. Tech Savvy and should be comfortable to use new emerging technology <p>Desired Qualifications : Graduate / Diploma</p>	75000
5	Creative Writers & Social Media Mavens	4	<p>Experience : Minimum 3 Yrs.</p> <p>Roles & Responsibilities :</p> <ol style="list-style-type: none"> 1. They will be responsible for the Story/content writing for internet (Tweet/FB/YouTube/Websites). 2. They will be responsible to do identify and write content which will connect with the digital audience and will increase visibility for DD News content on social media. <p>Key Parameters recommended :</p> <ol style="list-style-type: none"> 1. Content creation and communications through new/social media. 2. Out of the box ideas to illustrate the package with creative writing that will attract the digital audience 3. Pre understanding the impact of what is being published. 4. Sensible News oriented person in line with the editorial policies for DD. 5. Tech Savvy and should be comfortable to use new emerging technology 6. Excellent Copywriting and Proof reading skills are highly recommended. <p>Desired Qualifications : Graduate Degree (Mass Comm. / Journalism)</p>	65000



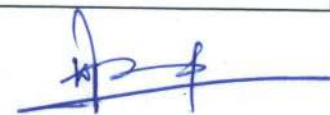
	Title / Positions	Number	Experience, Roles and Responsibility & Key Parameters recommended	Amount Per Resource Person (per month) in Rs.
6	News : Social Media Entrant	2	<p>Experience : Minimum 2 Yrs.</p> <p>Roles & Responsibilities :</p> <ol style="list-style-type: none"> 1. Assessing the content authenticity and creation of pool of information through news/social media and resources available. 2. They will be responsible for gathering the story/content for the trending stories by them self or as guided. 3. They will be putting a draft and will publish the content and stories given to them on respective social media properties (Facebook/YouTube/ Twitter). <p>Key Parameters recommended :</p> <ol style="list-style-type: none"> 1. Proficient user of Microsoft Content Editing Products 3. Pre understanding the impact of what is being published. 3. Tech Savvy and should be comfortable to use new emerging technology <p>Desired Qualifications : Graduate Degree (Mass Comm. / Journalism)</p>	47000
7	Online Research Managers - SM	1	<p>Experience : Minimum 8 Yrs.</p> <p>Roles & Responsibilities :</p> <ol style="list-style-type: none"> 1. He will be responsible for analysis for the content posted over internet. 2. He will be preparing the comparative report for the trends used by other private channels and by DD News (Hindi/English) 3. He will be responsible to provide inputs to SM team for the area of interest that the online audience is looking on regular basis. 4. He will be responsible for understanding and predicting the trends for future needs backed with research and data mining. <p>Key Parameters recommended :</p> <ol style="list-style-type: none"> 1. Use of Latest tools and technology in the prescribed areas. 4. Knowledge of trending Current Affairs and Ground Reality. 6. Tech Savvy and should be comfortable to use new emerging technology <p>Desired Qualifications : Graduate Degree</p>	95000



	Title / Positions	Number	Experience, Roles and Responsibility & Key Parameters recommended	Amount Per Resource Person (per month) in Rs.
8	News : Social Media Creative Art Director	3	<p>Experience : Minimum 6 Yrs.</p> <p>Roles & Responsibilities :</p> <ol style="list-style-type: none"> 1. He/She will be responsible for selecting and making the final presentation along with the look and feel of the content being posted over internet. 2. He/She will be responsible to create the templates for the various genres of the stories to be published on social media. 3. He/ She will be responsible for the eye catching and packaging and presenting the content in visually attractive manner with the help of required graphics. <p>Key Parameters recommended :</p> <ol style="list-style-type: none"> 1. Use of Latest tools and technology in the prescribed areas like After Effect , Photoshop , Motion , etc. 2. Pre understanding the impact of what is being published. 3. Tech Savvy and should be comfortable to use new emerging technology 4. Should have relevant experience in different creative applications - print/ web/ multimedia <p>Desired Qualifications : Min Graduate. Degree / Diploma in relevant stream preferred</p>	90000
9	People Operations & Onboarding Manager (SM)	1	<p>Experience: Minimum 5 Yrs.</p> <p>Roles & Responsibilities :</p> <ol style="list-style-type: none"> 1. He/She will be responsible for onboarding and hiring the talent and team required for executing the social media operations for DD News. 2. He/She will be working closely and coordinating with the project head, delivery heads and the team to ensure that the team is motivated and aligned to deliver the social media milestones which needs to be achieved. 3. He/She will be responsible for the hiring and fulfilling any gaps in the social media teams during the course of the project. <p>Key Parameters recommended:</p> <ol style="list-style-type: none"> 1. Knowledge and experience in recruitment and team handling. 2. Knowledge and understanding of using technology tools to identify talent for the social media team 3. Tech Savvy and should be comfortable to use new emerging technology <p>Desired Qualifications : Graduate Degree / MBA</p>	100000



	Title / Positions	Number	Experience, Roles and Responsibility & Key Parameters recommended	Amount Per Resource Person (per month) in Rs.
10	Strategy Manager & Insights Officer	1	<p>Experience: Minimum 15 Yrs.</p> <p>Roles & Responsibilities:</p> <ol style="list-style-type: none"> 1. He/She will be responsible for strategy and directional guidance to Project head & delivery heads on a periodic basis. 2. He/She will be working to provide larger inputs to the team on a monthly basis and will also be reviewing the progress of the social media team at periodic intervals. 3. He/She will help the team to create a framework of monitoring the progress and reach of the social media activities of DD News. <p>Key Parameters recommended:</p> <ol style="list-style-type: none"> 1. Understanding of Global Social Media trends and its impact on DD News. 2. Understanding of impact of tools and practices required to increase the social reach. 3. Understand and experience of digital media & marketing and analytics 4. Tech Savvy and should be comfortable to use new emerging technology <p>Desired Qualifications : Masters Degree / MBA</p>	195000
11	Head of Analytics & Insights	1	<p>Experience: Minimum 5 Yrs.</p> <p>Roles & Responsibilities:</p> <ol style="list-style-type: none"> 1. He/She will be required to produce the monthly report in the desired format for the work done on social media / internet. 2. He/She will be responsible for guiding the project head and delivery heads on monthly strategy and operations basis the insights. 3. He/She will be working to provide the inputs to the team and will also guide in perspective planning. 4. He/She will help the team and guide them to monitor the activity and trends originating for DD News on Social media. <p>Key Parameters recommended:</p> <ol style="list-style-type: none"> 1. Pre understanding the impact of what is being published. 2. Knowledge of trending analytics and insights tools. 3. Tech Savvy and should be comfortable to use new emerging technology <p>Desired Qualifications : Bachelors Degree / Masters Degree</p>	195000



	Title / Positions	Number	Experience, Roles and Responsibility & Key Parameters recommended	Amount Per Resource Person (per month) in Rs.
12	Data Scientists	2	<p>Experience : Minimum 3 Yrs.</p> <p>Roles & Responsibilities :</p> <ol style="list-style-type: none"> 1 Should be able to conduct data mining on social media trends. 2. Should use Data/content analysis as a key for improvising social media metrics on regular intervals. 3. Should submit periodic reports on time to social media project delivery head and social media shift incharge. 4. Should have knowledge of Advanced Excel and Data Analysis Tools like Power BI. <p>Key Parameters recommended :</p> <ol style="list-style-type: none"> 1. Use of Latest tools and technology in the prescribed areas. 2. Tech Savvy and should be comfortable to use new emerging technology <p>Desired Qualifications : Bachelors Degree in Engineering / Masters Degree.</p>	165000
13	Social Media Delivery Planning Officer	1	<p>Experience: Minimum 8 Yrs.</p> <p>Roles & Responsibilities:</p> <ol style="list-style-type: none"> 1. He/She will be responsible for guiding & planning the social media delivery teams. 2. He/She will be working to provide delivery inputs to social media team on a monthly basis and will also be reviewing the progress of the social media delivery for DD News. 3. He/She will help the team to create a delivery framework of monitoring the progress <p>Key Parameters recommended:</p> <ol style="list-style-type: none"> 1. Understanding of Digital Marketing, Global Social Media trends and its impact on DD News. 2. Understanding of planning process required to execute and deliver digital projects. 3. Understand and experience of marketing and analytics 4. Tech Savvy and should be comfortable to use new emerging technology <p>Desired Qualifications : Masters Degree / MBA</p>	195000
	Total Manpower Required	24		Total Remunerations per month Rs.

