



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 DLEHI

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.

S.No.	Title/Positions	Requirement	Experience, Roles and Responsibility & Key Parameters recommended	Amount per Resource Per person (per month) in Rs.
1.	News: Video/Image Editor & Optimizers (SM)	1	<p>Experience: Minimum 4 yrs.</p> <p>Roles & Responsibilities:</p> <ol style="list-style-type: none"> 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. He/she will be looking after for quality of Video and Audio used in the package to be published along with the content. He/She will make sure that the content in VO and visuals is crisp and not deviating from the subject line of the package. 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"> Sound knowledge of popular Image/Video Editing Tools on Mac/Windows/Linux platforms. Understanding Video Compression Codec. Pre understanding the impact of what is being published. Tech Savvy and should be comfortable to use new emerging technology. <p>Desired Qualification: Graduate/Diploma</p>	75000
2.	Creative Writers & Social Media Mavens	2	<p>Experience: Minimum 3 yrs.</p> <p>Roles & Responsibilities:</p> <ol style="list-style-type: none"> They will be responsible for the story/content writing for internet (Tweet/FB/ YouTube/Websites). They will be responsible to 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"> Content creation and communications through new/social media. Out of the box ideas to illustrate the package with creative writing that will attract the digital audience. 	65000

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			<ol style="list-style-type: none"> 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 Qualification: Graduate Degree (Mass Comm. / Journalism)</p>	
3.	News: Social Media Entrant	1	<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 themselves 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. 2. Pre-understanding the impact of what is being published. 3. Tech Savvy and should be comfortable to use new emerging technology. <p>Desired Qualification: Graduate Degree (Mass Comm./ Journalism)</p>	47000
4.	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 Qualification: Bachelors Degree / Masters Degree</p>	195000
5.	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. 	165000

S.No.	Title/Positions	Requirement	Experience, Roles and Responsibility & Key Parameters recommended	Amount per Resource Per person (per month) in Rs.
			<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 Qualification: Degree in Engineering / Masters Degree</p>	
6.	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 Qualification: Masters Degree / MBA</p>	195000

Interview will be held in BECIL's Corporate Office, Noida through Video Conferencing on 28th February, 2019 (Thursday) 10:00 am onwards.

Shortlisted candidates will be informed to attend interview via Email & SMS on the mobile of the candidates as 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 February 25, 2019.

Sd/-
Mahesh Chand
Assistant General Manager (HR)