

PR Expert, Digital Media

1,48,500

Bachelor's degree or higher (full time) in any discipline

Minimum 10 years of post-qualification experience in Journalism / Public Relations / Marketing

Less than 70 years of age as on 1st January 2018

Preferred marking on post-qualification experience in Journalism / Public Relations / Marketing: Max 25 marks

5 marks for each additional completed year (over 10 years minimum experience)

Digital media management experience (social media like Facebook, Twitter, LinkedIn, online websites, email, SEO/SEM and others) - Max 35 marks

5 marks for each completed year of such experience

Experience of handling digital media management (social media, web, marketing database, email etc.) in state / central government / bilateral / multilateral organizations (e.g. World bank, DFID, UNDP, ADB, WHO, NRHM) - Max 10 marks

5 marks for each completed year of such experience

Master's degree (full time) in Mass Communication / Journalism / Public Relations - Max 20 marks

Relevant certificate in Digital Marketing from a Government of India recognized institute - Max 5 marks

Honors / Awards / recognized publications in relevant area will be an added advantage - Max 5 markst