

National Instructional Media Institute (NIMI)
Ministry of Skill Development and Entrepreneurship
(SANKALP PROJECT)

About NIMI:

National Instructional Media Institute (NIMI) is an autonomous Institute under the Govt. of India, Ministry of Skill Development & Entrepreneurship (MSDE), Directorate General of Training (DGT), New Delhi.

NIMI has been functioning as a Nodal Agency to develop Instructional Materials, e-content, Question Banks, Train media developers and trainers, enable translation of books into Hindi and other regional languages, network with other vocational stakeholders, create resource centres for vocational courses, promote research in the field of development of instructional materials and offer consultancy services.

About SANKALP:

Skill Acquisition and Knowledge Awareness for Livelihood Promotion (“SANKALP”) is a programme of the Ministry of Skill Development with loan assistance from the World Bank. It aims to improve short term skill training qualitatively and quantitatively through strengthening institutions, bring in better market connectivity and inclusion of marginalised sections of the society. SANKALP was launched on 19th January 2018 and has a tenure till March 2023.

Job Description:

Applications are invited for a “**Media and Communication Advisor**” on contract basis (fixed duration) under SANKALP Project.

Media and Communication Advisor (No. of post – 1)		
Minimum Qualification Criteria		Experience
Education and Previous Experience	Master’s degree in communication, social science, behavioural change communication, strategic communication, journalism, public relations, marketing or related field	At least 20 years of experience in implementing and managing public relations, communication or advocacy projects or campaigns in developing countries
No of position	One (1)	
Remuneration	Rs. 1,75,000/-	
Skills and Competencies:	<ul style="list-style-type: none">• Knowledge of state of the art public relations, marketing, social and behaviour change communication models and strategies and their practical application. Technical knowledge of vocational/skill development ecosystem shall be preferred.• Demonstrated experience in the development and use of multi-media communications• Ability to synthesize and translate technically complex information into plain language communication products.	

	<ul style="list-style-type: none"> • Demonstrated ability to work, communicate, and build rapport with a variety of professionals in academia, industry, government, non-governmental organizations and leading multi-media communications teams • Field experience in developing and implementing social and behaviour change communication /advocacy and public relations projects that have demonstrated impact, at scale • Understanding of widely accepted formative research, pretesting, and monitoring and evaluation methodologies for effective communication and public relations/advocacy campaigns. • Should be able to operate in unstructured environment with minimal support.
Key Responsibilities	<ul style="list-style-type: none"> • The Media Advisor shall lead the development and management of the implementation of strategies & initiatives to enhance awareness & understanding of SANKALP, MSDE across different media platforms. The Advisor shall coordinate overall media engagement and act as the primary contact for all media inquiries for SANKALP, MSDE to ensure appropriate media responses. • Guides the PMU on development and implementation of media strategies, opportunities, approaches, and initiatives to enhance awareness, understanding and support for SANKALP, MSE among the media and related audiences. Responsible for overall monitoring of Communications Division led media engagement including social and on-line media. • Develops monitoring and tracking systems to support high-level media relations services, to ensure consistency in approach and to track trends to highlight opportunities and mitigate risks. • Develops, writes, edits and disseminates media related products including: media advisories and news releases; news questions and answers; and key messages, speeches and briefing notes for senior staff and management to ensure quality control.
Nature of engagement:	<ul style="list-style-type: none"> • Part time role with 7-10 days commitment in a month • Initial engagement shall be for six months with further extension of contract as per project requirement.

Important Terms:

1. Selected candidate will be paid a monthly compensation as stated above. No further allowances are payable on this amount.
2. The place of posting will be at New Delhi.
3. Applications will be accepted up to 10-02-2021 through email to nimirecruitment@gmail.com mentioning “**Application for the post of Media and Communication Advisor**” in the subject line to reach by the last date.
4. Candidates selected for recruitment shall be able to join on short-notice as per requirement of NIMI.
5. Applicant shall be considered for selection basis meeting the minimum eligibility criteria mentioned in the invitation for application.
6. Application for afore mentioned position here does not insure selection of candidate. The application and selection criteria mentioned are only for the purpose of shortlisting,

and NIMI reserves the right to select or reject any candidate applying for the position at any stage of the process.

7. Selection will be done on the basis of Personal Interview.
8. NIMI reserves the right to cancel this recruitment process at any time without providing any prior notice to the applicants. Employment under this application shall be contractual in nature and terms of the same shall be governed by offer extended and contract signed thereof between NIMI and selected applicant.

Dated: 01-02-2021