

Terms of Reference for engaging Project Officer (Digital Media)

1	Name of Post	:	Project Officer (Digital Media) – 01 post
2	Period of engagement	:	Initially for 01 (one) year The contract could be extended further depending on assessment of performance, mutual willingness and depending on the requirement.
3	Nature of engagement	:	The engagement will be purely on contractual basis and the Council reserves the right to terminate the same at any time without prior notice and without assigning any reason whatsoever with immediate effect without remuneration or notice period on grounds of proven misconduct. However, in the normal course the contractual employee shall be served one month's notice before termination of the contract or one month's pay in lieu of the notice period.
4	Scope of duties	:	<ol style="list-style-type: none"> 1. Build strategy across all current social media platforms like Facebook, Google, Instagram, Telegram, Linkedin, YouTube, Twitter, etc. 2. Create new design like- icon creation, Landing Page, Social Media Post, Social Media Emailers, Corporate Identity, Banner, Poster, Brochure Design 3. Understand creative briefs 4. Recommend innovative design ideas 5. Apply colour theory, typography, and design rules to creative 6. Adapt designs for digital mediums and Social Media. 7. Brainstorm ideas with creative & strategy teams. 8. Develop digital marketing strategy. 9. Plan and execute all web, SEO/SEM, database, marketing, email, social media, and display advertising campaigns. 10. Build and maintain social media presence. 11. Measuring and reporting performance

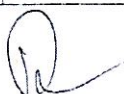


			<p>of all digital marketing campaigns and assessment of earmarked goals.</p> <p>12. Identify trends and Insights and optimize spending and performance based on the Insights.</p> <p>13. Brainstorm new and creative growth strategies through digital marketing.</p> <p>14. Plan, execute, and measure experiments and conversion of tests.</p> <p>15. Collaborate with internal teams to create landing pages and optimize user experience.</p> <p>16. Other duties as assigned by the higher authorities.</p>
5	Job Location	:	Rehabilitation Council of India, New Delhi
6	Eligibility, Educational Qualifications, experience and age limit	:	<p>Essential Qualifications: Any Graduate/ Post-graduate, Certified in Digital Marketing/ Graphic Designing with minimum 7 years and above post-qualifications experience.</p> <p>Age limit: Not more than 45 years.</p> <p>Desirable Qualifications:</p> <ol style="list-style-type: none"> 1. Bachelor's or Master's degree In Graphic design/ visual communication, or similar. 2. Experience as a graphic designer & video editing or in a related field. 3. Experience in managing organisations social media presence across platforms (Linkedin, YouTube, FB and Instagram). 4. Experience with After Effects, Premiere Pro, Animate, etc. 5. A Keen eye for details and passion for delivering high-quality work. 6. Experience as a graphic designer & video editing or in a related field. Excellent communication skills (in English & Hindi) 7. Adept in Adobe illustrator, Photoshop, Corel Draw, After Effects 8. Proficiency in visual design software, especially Adobe Creative Suite & Photoshop and Illustrator with working Knowledge of Video editing software like Premiere Pro/ After effects etc. 9. Experience in building strategy across

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			<p>all current social media platforms like Facebook, Google, Instagram, Telegram, Linkedin, YouTube, Twitter etc.</p> <p>10. Experience in creating new designs like- icon creation, Landing Page, Social Media Post, Social Media Emailers, Corporate Identity, Banner, Poster and Brochure Design.</p> <p>11. Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media, and/ or display advertising campaigns.</p> <p>12. Knowledge of website and marketing analytics tools (e.g., Google Analytics, Net Insight, Omniture, Web Trends, SEM Rush, etc.)</p> <p>13. Experience in setting up and optimizing PPC campaigns on all major search engine.</p> <p>14. Fluency in Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.)</p> <p>15. Experience with media houses and public relations.</p>
7	Remuneration	:	Rs.80000/-
8	Allowances	:	The contractual employee will not be entitled to any other allowances.
9	Leave	:	The contractual employees shall be entitled to avail 12days of leave in a calendar year on pro rata basis. The unavailed leave in a calendar year neither be carried forward to next calendar year or nor can be encashed.
10	Termination of contract	:	<p>The Council reserves the right to terminate the contract at any time in case:</p> <p>a) The contractual employee is unable to satisfactorily complete the assigned tasks;</p> <p>b) The contractual employee is found lacking in honesty and integrity or violates the confidentiality clause;</p> <p>c) The contractual employee is absent from duty without authorization;</p> <p>d) The Council chooses not to renew the contract at the end of the initial period of engagement;</p> <p>e) Any other reason.</p>

11	Requirement of prior notice	:	In case the contractual employee seeks termination of the contract before the expiry of period of engagement, he / she can do so upon giving 30 days' notice to the Council or one month's salary in lieu of the notice period. However under special circumstances the notice period can be relaxed by the appointing authority.
12	Confidentiality clause	:	a) During the period or engagement with the Council, the contractual employee would be subject to the provisions of the Official Secret Act, 1923 and shall not divulge any information that he/she may have come across during the period of his/her engagement in the Council to anyone who is not authorized to have the same. b) The contractual employee shall maintain absolute integrity, devotion to duty, confidentiality and secrecy of information handled by him/her. These secrecy and confidentiality shall be maintained even after the termination of the contract. c) The contractual employee shall, in no case, work for or represent in court or before any other legal authority, tribunal etc. or give opinion/ advice to any person other than the Council on any matter during the period of his / her engagement with the Council.
13	Conflict of interest	:	The contractual employee shall be expected to follow the general conduct rules and regulations laid down by the Government for the employees. In case the services of the contractual employee are not found satisfactory or found in conflict with the interest of the Government functioning. His/her duties are liable to be terminated/ discontinued without assigning any reason thereof.
14	Working hours	:	The contractual employee shall endeavour to observe normal office timings and may also be called upon to attend the office on Saturday, Sunday or any other holiday in case of requirement/exigencies. In case of leave or any exigency, the contractual employee shall notify the Council promptly

