



BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED

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

Head Office: 14-B, Ring Road, I.P. Estate, New Delhi-110002, Phone: 011-23378823

Corporate Office: BECIL Bhawan, C-56/A-17, Sector-62, Noida-201307

Phone: 0120-4177850, Fax: 0120-4177879 Website: www.becil.com

VACANCY ADVERTISEMENT NO. 320

Applications are invited for recruitment/empanelment of following manpower purely on short term contract basis for deployment in the offices of Sangeet Natak Academy, New Delhi.

Post Code	Post/ Requirement (requirement may get increase or decrease)	Educational Qualifications and Experience required	Consolidated Monthly Remuneration
1.	Social Media Coordinator (01)	<ol style="list-style-type: none"> 1. Must hold a bachelor's Degree (any field) 2. Must be conversant with working on social media platforms such as Facebook, Twitter, Instagram and YouTube. 3. Minimum 5 years' experience in planning, implementing and monitoring the Social Media strategy in order to increase brand awareness. He/she should also be Competent to coordinate with media etc. 	Rs.40,000/-
2.	Content Writer (English / Hindi) (01)	<ol style="list-style-type: none"> 1. BA (English/Hindi Hons.) or BA (Print Journalism) or Mass Communication or degree in relevant field 2. Minimum 3 years' experience preferably in the Govt. Sector. 3. Must be aware about Regional Language 4. Must be conversant with working on social media platforms such Facebook, Twitter, Youtube. 	Rs.40,000/-
3.	Graphic Designer (01)	<ol style="list-style-type: none"> 1. Graduate in any field or 5 years diploma course in Graphic Designing. 2. Minimum 5 years' experience in Graphic designing. 3. Must be proficient in Photoshop, CorelDRAW, and Final Cut Pro Editing etc. 4. Must be conversant with working on social media platforms such Facebook, Twitter, Youtube. 	Rs.40,000/-
4.	Photographer cum video editor (01)	<ol style="list-style-type: none"> 1. Graduate in any field. 2. Diploma /Degree in relevant field from recognized University. 3. 5 years' experience in the relevant field. 4. Must be conversant with working on social media platforms such as Facebook, Twitter, Youtube. 	Rs.40,000/-

Note: For details of Roles and Job responsibilities please refer to Annexure-A

1. Selection will be made as per the prescribed norms and requirement of the job. Reservation Policy will be followed as per Govt. directives. The maximum age limit will be relaxed in deserving cases.
2. Number of vacancies may get increase or decrease as per the requirement.
3. Preference will be given to local candidates, preferably who are already working in the same/similar department of posting.
4. No TA/DA will be paid for attending the test/ interview/ joining the duty on selection.
5. Application must be submitted ONLINE only for the above post.
6. For applying, please visit the BECIL's website www.becil.com. Go the 'Careers Section' and then click 'Registration Form (Online)'. Please read the terms and conditions carefully before applying and making online payment of fee. The instruction (How to Apply) for filling up the ONLINE Application/ Registration is attached for reference. Registration fee once paid will not be refunded under any circumstance. Therefore, candidate/ applicant must ensure their eligibility before applying for the post. BECIL will not take responsibility for wrong application/ ineligible condition.
7. Candidates will be informed via email / telephone for their Skill Tests/Interview/Interaction.
8. Candidates must review their application forms carefully before final submission. BECIL will not accept any request for changes to be made in the information submitted by the candidates wrongfully.
9. Only shortlisted candidates as per above eligibility criteria will be called for skill test / selection process. So please mention your complete educational qualification and work experience details in online application form. Mere filling the registration form will not confirm your suitability/selection for the post.
10. Candidates are requested to take printout of their Application Forms after online submission and retain with them for future reference.
11. Candidates who have applied earlier and appeared for selection process need not to apply again.

Disclaimer: Terms and conditions given in the advertisement are guidelines only. In case of any ambiguity, decision of BECIL will be final and binding on candidates.

In case of any doubt/help please email as below:

For technical problem faced while applying online

: techquery11@gmail.com

For queries other than technical

: sanyogita@becil.com OR 0120-4177860

Last date for submission of application forms is 23.05.2023.

Sd/-
DGM (MR)

Roles and Job responsibilities

SOCIAL MEDIA COORDINATOR

- **Strategy and Planning for social & display media**
 - Brainstorming new social media strategies and plans in alignment with brands core objectives
 - Lead the social media for the brand with conceptualization, content creation and strategy.
 - Manage organizations social presence and distribute content on all social channels,viz.Facebook, LinkedIn, Twitter, Google, YouTube, Pinterest, and Instagram.
 - Effectively planning, scheduling, and coordinating updates on major social media channels
 - Measure and monitor social activities and social campaigns.
 - Proactively react to social network updates in functionality, etiquette, reporting etc.
 - Monitor and present relevant data, trends, successes, exceptions etc.
 - Responsible for managing of social media postings strategically.
 - Work seamlessly for helping with the promotions - both short term and long-term campaigns.
 - Develop social media program initiatives for improving the community size.
 - Developing display media branding and performance plans as per business objectives across all digital platforms
 - Monitor benchmarks for measuring the impact of social media, analyze, review, and report on effectiveness of campaigns to maximize results for the business.
 - Monitor and advise emerging social networking trends and social media best practices.
 - Execute Influencer campaigns and content creator activations.
- **Content Creation & Execution**
 - Creating, editing and refining the content for social media to engage higher number of target audience
 - Professionally manage multiple social media accounts and up keeping the company social media presence.
 - Optimizing paid marketing on social and display media and coordinating with agencies for smooth and timely execution of plans.
- **Online Reputation Management**
 - Maintaining online reputation of the brand by keeping an eye on online conversations and handling them appropriately
 - Promoting positive conversations about the brand on social media
 - Keeping a track of industry and competitor activities using online tools & strategize the necessary action, wherever required
 - Hands on experience in Display advertising
 - Campaign Management- Manage all the digital brand campaigns.
- **Requirement**
 - Proven working experience, between 5 to 7 years,
 - Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
 - Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
 - Experience in setting up and optimizing Google Adwords, Facebook Ad, etc campaigns
 - Expert level skills in Adobe Creative Suite, After Effects, Illustrator, InDesign, Corel Draw, Photoshop, Premiere Pro, Microsoft PowerPoint design, Invision App, Flinto, UX Pin, and other relevant design tools.
 - Excellent knowledge of Adobe .
 - Working knowledge of HTML, CSS, and JavaScript development and constraints

GRAPHIC DESIGNER | VIDEO EDITOR | ANIMATOR -VFX & COMPOSITING |

- **Roles and Responsibilities**
 - Work creatively to produce original and aesthetically pleasing designs and solutions
 - Create and edit videos, posters, infographics, banners, digital banners, branding materials, newsletters, reports, white papers, magazine, multimedia videos, presentations, and infographics Ads video, etc
 - Keep abreast of the latest trends in terms of video content and design on social media
 - Sort through music that supports the story
 - Create images and videos that identify a product or convey a message
 - Develop graphics for Social Media Pages and websites
 - Select colors, images, text style, and layout
 - Review designs for errors before printing or publishing them
 - Develop engaging, creative, innovative content for regularly scheduled posts, which enlighten audiences and promote brand-focused messages
 - Develop UI/UX designs for web and mobile applications

- Tell a story through short and impactful videos (editing of existing footage and creating new vector-based videos/animations),
 - Work directly with social media team to conceptualise, build, test and realise products
- **Requirements**
- Proven working experience, between 5 to 7 years
 - Expert level skills in Adobe Creative Suite, After Effects, Illustrator, InDesign, Corel Draw,
 - Photoshop, Premiere Pro, Microsoft PowerPoint design, Invision App, Flinto, UX Pin, and other relevant design tools.
 - Knowledge of 2D & 3D VFX/CG & Special Effects and compositing in real videos & Animation
 - Skills in hand-coded HTML5 and CSS3 would be an added advantage
 - Knowledge and experience in UI/UX design, specifically for Mobile Apps

CONTENT WRITER

- **Roles and Responsibilities:**
- Excellent written and verbal communication skills, excellent command over the English and Hindi language, good vocabulary, and impeccable spelling and grammar.
 - Must be able to articulate his/ her thoughts on a variety of Social issues.
 - Update our website and social media pages with storying telling content.
 - Manage the editorial calendar and ensure timely publication.
 - Creating concise, eye-catching, and innovative headlines and body copy.
 - Writing a wide variety of topics for multiple platforms (website, blogs, articles, social updates, banners, case studies, guides, white papers, etc.)
 - Create, develop and manage high-quality news related content for our news portal
 - Maintain blogs on tribal issues
 - Innovatively handle our multiple social media platforms.
 - Prepare a detailed plan for every month and meet the content strategy finalized within the set deadlines.
 - Cooperate with other key members Verify information and research details for the content generated.
 - Constantly strive to better the quality of content in original ways.
 - Talking points for various delegates
 - Drafting of PIB news
 - Content for Best Practices by States,TRIs, CoEs
 - Monthly e- newsletter
- **Requirements:**
- Minimum 5-7 Year Proven work experience as a Content Writer, Copywriter or similar role
 - Portfolio of published articles
 - Experience doing research using multiple sources
 - Familiarity with web publications
 - Excellent writing and editing skills in Hindi &English

PHOTOGRAPHER CUM VIDEO EDITOR

- **Roles and Job responsibilities:**
- Setting up photographic equipment including cameras, lenses, lighting and specialist software
 - Arranging still objects, products, scenes, props and backgrounds Photograph
 - Must have knowledge in Videography and Video Editing
 - Editing and retouching images in Photoshop (remove the background, color correction, etc)
 - Stage product and facility photoshoots primarily used for advertisements and website content
 - Editing and retouching video in Adobe Premiere (remove the background, color correction, etc)
 - Stage product and facility primarily used for advertisements and website content
- **Requirements:**
- Minimum 5-7 Year Proven work experience as a Videographer or similar role
 - Expert level skills in Adobe Creative Suite, After Effects, Illustrator, InDesign,Corel Draw,
 - Photoshop, Premiere Pro, Microsoft PowerPoint design, Invision App, Flinto, UX Pin, and other relevant design tools.
 - Knowledge of 2D & 3D VFX/CG & Special Effects and compositing in real videos & Animation
 - Portfolio of published videos and photos
 - Excellent writing and editing skills in Hindi & English

BECIL REGISTRATION PORTAL

HOW TO APPLY:

1. Candidates are required to apply online through website www.becil.com or <https://becilregistration.com> only. No other means/mode of application will be accepted. **(Before applying for registration candidates are advised to have their Photo, Signature, Birth Certificate/10th Certificate, Caste Certificate scanned images for upload the file size should be not more than 100kb.)** If you want to apply for more than one post against the same advertisement, you need to register once only. The fee chargeable will vary according to the number of posts applied for.
2. Candidates are required to have a valid personal e-mail ID. In case a candidate does not have a valid personal e-mail ID, he/she should create his/her new E-mail ID before applying online
3. Candidates are required to go to the website of BECIL i.e. www.becil.com or <https://becilregistration.com> and click on the link "Career".
4. Candidates are required to follow below process for registration.
5. Registration to be completed in 7 steps:
 - **Step 1: Select Advertisement Number**
 - **Step 2: Enter Basic Details**
 - **Step 3: Enter Education Details/Work Experience**
 - **Step 4: Upload scanned Photo, Signature, Birth Certificate/ 10th Certificate, Caste Certificate**
 - **Step 5: Application Preview or Modify**
 - **Step 6: Payment Online Mode (via credit card, Debit card, net banking, UPI etc.)**
 - **Step 7: Email your scanned documents to the Email Id mentioned in the last page of application form.**
6. Candidates will have to upload scanned copy of passport color photo, signature scan copy; size of these scanned copies should be within 100 kb and in jpg/ PDF files only.
7. Only online payment of registration & application processing fees (non-refundable) is applicable. **There will not be any other mode of payment of registration & application processing fee. Demand Drafts, Cheque, Money Orders, Postal Orders, Pay Orders, Banker's Cheque, postal stamps etc., will not be accepted, towards registration & application processing fee.**

Category-wise registration & application processing is given below:

 - General - Rs.885/- (Rs. 590/- extra for every additional post applied)
 - OBC - Rs.885/- (Rs. 590/- extra for every additional post applied)
 - SC/ST - Rs.531/- (Rs. 354/- extra for every additional post applied)
 - Ex-Serviceman - Rs.885/- (Rs. 590/- extra for every additional post applied)
 - Women - Rs.885/- (Rs. 590/- extra for every additional post applied)
 - EWS/PH - Rs.531/- (Rs. 354/- extra for every additional post applied)

Note: Bank and payment gateway charges on the above amount will be borne by the applicant.
8. BECIL will not be responsible for any network problems in submission of online application.
9. Candidates are advised to fill the post judiciously as per the advertisement released by BECIL.
10. All the communications be made either on registered email or registered mobile number.
11. In case of submission of any false information or false documents, action, as per rules in addition to complaint with local authorities be made, on the desecration of BECIL.
12. No candidate shall make any communication with our client.
13. Candidates are requested to enter the details in the online application format carefully. Before final submission of application, there will be a preview available to the candidates in case of modification required. After submission of the application, no modification will be permitted and fees once paid will not be refunded.

****Candidates are advised to apply through above mentioned website only, candidates will be solely responsible for submitting their through any other website. The candidates are requested to check their email & messages regularly. BECIL will inform the selected candidates through email, calls & sms. BECIL will not be responsible for any delay on candidate's part.**
