



# BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED

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

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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.374

Applications are invited for recruitment/empanelment of following manpower purely on outsource basis for deployment in Ministry of Rural Development Delhi vide Ref. F.No.J-11011/2/2023-IEC (384883), dated 21.07.2023.

S. No.	Post /Requirement (may get increase or decrease as per the requirement)	Evaluation Criteria	Remuneration (Per Month)
1	Media Head / Advisor (01 No)	<p><b>Essential Qualification:</b></p> <ul style="list-style-type: none"> <li>Must be a postgraduate degree / diploma holder in management /mass communications from a recognized University /Institute.</li> <li>Must be fluent in English and Hind language</li> <li>8-9 years of work experience in leading network agencies, with exposure to wide range of product and service categories</li> <li>Development sector experience, especially with focus on rural Programmes and end users will be a definite advantage</li> </ul> <p><b>Desirable Qualification:</b></p> <ul style="list-style-type: none"> <li>Must be articulate and analytical, with high social skills</li> <li>Must be comfortable coordinating with pan-India teams and should be able to highlight past experience showcasing multi-state coordination</li> <li>Proven track record of handling multi media campaigns at a national level</li> <li>Well versed in handling different vendor types relevant to communication development</li> <li>Post experience showcasing strategic thinking and its implementation leading to creation of some communication work product</li> <li>Experience of organizing National and International level conferences.</li> <li>Sound Communication skills</li> </ul> <p><b>Work responsibilities:</b></p> <ul style="list-style-type: none"> <li>Develop a master MoRD IEC annual action plan by hand – holding all PDs to formulate their IEC annual action plan for the entire year and supervise them to ensure the plan is adhered to</li> <li>Support and guide PDs in formulating communication interventions with a behavior change focus, Helping them in TG selection, identifying right media vehicles to deploy the said interventions</li> <li>offering guidance to PDs in developing insightful and customized communication solutions as well as supervising that the communication strategy is followed before being developed by communication agency</li> <li>Evaluate all PD campaigns through an impact analysis in collaboration with research agencies that may be identified and selected as needed</li> <li>Overall, ensure that all PDs plan and execute enough communication to give their schemes as well as MoRD high visibility and recall amongst the right target audiences</li> </ul>	Rs.1,50,000/-

S. No.	Post /Requirement (may get increase or decrease as per the requirement)	Evaluation Criteria	Remuneration (Per Month)
2.	Content Manager Cum Social Media Manager (01 No)	<p><b>Essential Qualification:</b></p> <ul style="list-style-type: none"> <li>• Graduates/PG in mass communication, Journalism or English Literature from a recognized University.</li> <li>• Must have good understanding of Hindi Language</li> <li>• The incumbent shall have 4-7 years of experience in copy- writing in India's top creative agencies and managing social media platform for multifarious brand.</li> </ul> <p><b>Desirable Qualification:</b></p> <ul style="list-style-type: none"> <li>• Knowledge / Experience of translation re from English to Hindi or vice – versa.</li> <li>• Experience of working in Government Sector.</li> <li>• Responsible for copy-writing with good command over English and Hindi.</li> <li>• Conceptualizing and managing text, audio, video and photographic content for social media platform like Facebook Twitter. You Tube, LinkedIn etc. and website.</li> <li>• Reviewing best practice documents and success stories shared by state teams and carrying out background research to develop a structured write- up for posting online and internal circulation.</li> <li>• Providing innovative and eye-catching creative solutions to PDs for showcasing their programme during various events as well as during media campaigns.</li> </ul>	Rs.80,000/-
3.	Media Planner cum Liaison (01 No)	<p><b>Essential Qualification:</b></p> <ul style="list-style-type: none"> <li>• Post Graduate Diploma in mass communications from a recognized university /Institute.</li> <li>• 3-5 years of experience in a reputed media agency / Government with independent responsibility for planning.</li> </ul> <p><b>Desirable Qualification:</b></p> <ul style="list-style-type: none"> <li>• Knowledge of New Consumer Classification system (NCCS) to identify media addressable target audience relevant for the scheme /program</li> <li>• Experience of coordination and liaison work</li> <li>• Good communication skills(Hindi/English)</li> <li>• The incumbent shall be in-charge of coordinating with all Division to strategize and develop media plan annually.</li> <li>• Assist each Division with new consumer Classification system( NCCS) to identify media addressable target audience relevant for the scheme /program.</li> <li>• Identify and counsel Division on mediums to be used for appropriate messaging.</li> <li>• Review the implementation of media plan and suggest course corrections if required</li> <li>• Liaoning with DAVP/NFDC to brief on the media addressable population and then finalizing the media plan for various media vehicles post vetting the proposed plan</li> </ul>	Rs.70,000/-

S. No.	Post /Requirement (may get increase or decrease as per the requirement)	Evaluation Criteria	Remuneration (Per Month)
4.	Graphic Designer  (02 No)	<p><b>Essential Qualification :</b></p> <ul style="list-style-type: none"> <li>• The incumbent should Have Bachelors in fine Arts (BFA) or Masters in fine Arts (MFA) with expertise in design layout software's (AI/PSD/Adobe In design etc.). Knowledge of basic video editing (Apple iMovie/Window Movie maker/adobe after effect/ adobe premiers pro) and basic 3D Modeling is necessary.</li> <li>• Minimum 5 Years of experience as a graphic designer or visualizer in India's top creative agencies Experience of working in development sector or on Government schemes shall be desired</li> <li>• Responsible for designing brochures, leaflets, standees, newspaper/outdoor curative's</li> <li>• Brainstorming with content manager and designing creative for social media Platform like Facebook, Twitter, you tube, LinkedIn etc. and MoRD website</li> <li>• Proficient in photography to carry out small scale shoots for projects with tight deadlines</li> <li>• Collaborating with event agencies to guide or design event collaterals post understanding the event requirement</li> <li>• Providing designing guidance to the technical team for developing UI for various IT applications for the schemes in the form of mock-ups</li> <li>• Providing innovative and eye-catching creative solutions to PDs for showcasing their programme during various events as well as during media campaigns.</li> <li>• The position requires strong communication skills with excellent ability to structure content with fluency, be it heart-warming stories of transformation or innovative approaches taken by PDs The person needs to demonstrate good platforms and techniques to engage with various stakeholders.</li> </ul> <p><b>Desirable Qualification:</b></p> <ul style="list-style-type: none"> <li>• Experience of designing brochures, leaflets, Coffee Table Books. Pocket books, Standees, newspaper/outdoor curative's etc.</li> <li>• Proficient in photography to carry out small scale shoots for projects with tight deadlines</li> <li>• Strong communication skills with excellent ability to structure content with fluency</li> </ul>	Rs.75,000/-
5.	Exhibition Stalls Designer (01 No.)	<p><b>Essential Qualification:-</b></p> <ul style="list-style-type: none"> <li>• Graduate from recognized university/Institute.</li> <li>• Experience of 2-3 years in managing/installation of Exhibitions/Booths/stalls of Private /Government Organization at National Level.</li> </ul> <p><b>Desirable Qualification</b></p> <ul style="list-style-type: none"> <li>• Experience of installation/ managing international level exhibitions stalls.</li> <li>• Candidate would be responsible for designing 3D images for ongoing projects and 3D interior-exterior, Modeling Architectural work.</li> </ul>	Rs.60,000/-

S. No.	Post /Requirement (may get increase or decrease as per the requirement)	Evaluation Criteria	Remuneration (Per Month)
6.	Content Writer for Publication and Newspaper and Proof reader (Hindi & English)  (02 nos.)	<p><b>Essential Qualification:</b></p> <ul style="list-style-type: none"> <li>• Bachelor's degree in mass communication/ Journalism or related filed from a recognized University / Institute.</li> <li>• 5-6 year experience of content writing or copywriting.</li> <li>• Working knowledge of content management systems.</li> <li>• Proficient in all Microsoft office applications.</li> <li>• A portfolio of Published articles.</li> <li>• Excellent writing and editing skills.</li> <li>• The ability to work in fast-paced environment.</li> <li>• The ability handles multiple projects concurrently.</li> <li>• Effective communication skills.</li> </ul> <p><b>Desirable Qualification:</b></p> <ul style="list-style-type: none"> <li>• Knowledge of developing content for blogs, articles in newspaper/journals, product descriptions, social media and the Department website.</li> <li>• Conducting in- depth research on industry – related topics in order to develop original content.</li> <li>• Developing content for blogs, articles in newspaper/ journals. Product descriptions, social media, and the Department website.</li> <li>• Assisting the IEC team in developing content for advertising Campaigns.</li> <li>• Proofreading content for errors and inconsistencies.</li> <li>• Editing and polishing existing content to improve readability.</li> <li>• Conducting keyword research and using SEO best practices to increase traffic to the company website.</li> <li>• Creating compelling headlines and body copy that will capture the attention of the target audience.</li> <li>• Identifying customers' needs and recommending new content to address gaps in the company's current content.</li> </ul>	Rs.-75,000/-

1. Selection will be made as per the prescribed norms and requirement of the job.
2. Preference will be given to local candidates and who are already working in the same/similar department.
3. No TA/DA will be paid for attending the test/ document verification / personal interaction / joining the duty on selection etc.
4. Application must be submitted ONLINE only for the above post.
5. For applying, please visit the BECIL's website [www.becil.com](http://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 (**age, qualification, experience etc.**) before applying for the post. BECIL will not take responsibility for wrong application/ ineligible condition.
6. Candidates will be informed via email / telephone for their Skill Tests/Interview/Interaction.
7. 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.
8. 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.

9. Candidates are requested to take printout of their Application Forms after online submission and retain with them for future reference.
10. BECIL will not be responsible for any typographical errors (i.e Email IDs, Mobile Number etc.) in the application forms submitted by applicant.

**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

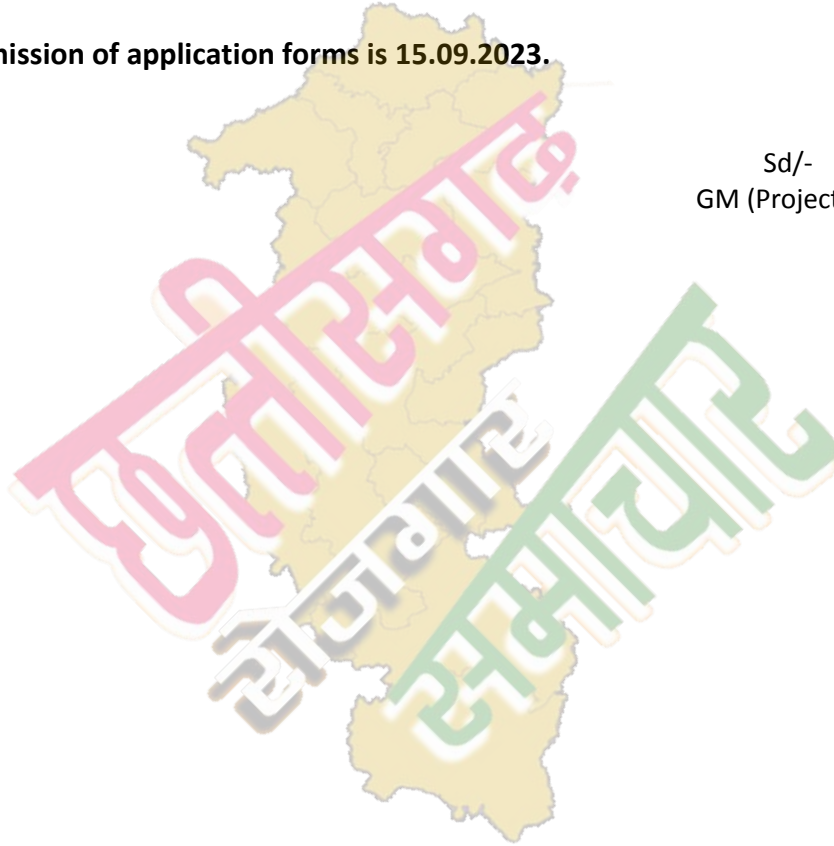
: [techquery11@gmail.com](mailto:techquery11@gmail.com)

For queries other than technical

: [sanyogita@becil.com](mailto:sanyogita@becil.com) / [0120-4177860](tel:0120-4177860)

**Last date for submission of application forms is 15.09.2023.**

Sd/-  
GM (Project-III)



## BECIL REGISTRATION PORTAL

### HOWTOAPPLY:

1. Candidates are required to apply online through website [www.becil.com](http://www.becil.com) or <https://becilregistration.in> 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](http://www.becil.com) or <https://becilregistration.in> and click on the link "Career".
4. Candidates are required to follow below process for registration.
5. Registration to be completed in 7 steps:
  - **Step1: Select Advertisement Number**
  - **Step2: Enter Basic Details**
  - **Step3: Enter Education Details/ Work Experience**
  - **Step4: Upload scanned Photo, Signature, Birth Certificate/ 10<sup>th</sup> Certificate, Caste Certificate**
  - **Step5: Application Preview or Modify**
  - **Step6: Payment Online Mode (via credit card, Debit card, net banking, UPI etc.)**
  - **Step7: 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 100kb 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, Cheques, 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 re-funded.

**\*\*Candidates are advised to apply through abovementioned 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 & sms. BECIL will not be responsible for any delay on candidate's part.\*\***

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