

Ref. No. REC/FT Rectt./2023/02

**HIRING OF EXPERIENCED PROFESSIONALS ON FIXED TENURE BASIS**

- REC limited is a Maharatna Public Sector Enterprise and a well acclaimed Non-Banking Financial Company endowed with 'Infrastructure Finance' Company status. Domestically, REC holds the highest credit rating from CRISIL, ICRA, IRRPL & CARE and internationally rated at par with the sovereign ratings. Our company has a pan India presence and is one of the major players in providing financial assistance to all segments in the power sector including Generation, Transmission & Distribution and we are now foraying into infrastructure finance segment in addition to our conventional business. We also have a significant role in the Government of India's plans for the growth of the Indian power sector.
- To meet its human resource requirements, REC invites applications from dynamic, committed, self-motivated and experienced professionals for engagement on Fixed Tenure Basis for a period of 3 years. The post-wise details of the vacancies are given as under:

Sr. No.	Name of the Post	Number of vacancies (Reserved For)	Minimum Essential Educational Qualifications	Minimum years of post-qualification executive experience required	Nature of work experience required	Responsibility
1	Consultant (Public Relations)	1 (UR)	Regular full time - / Graduation/ Post Graduation Degree or Diploma in Journalism/Communications/social media management/ equivalent	15	<p>Minimum Relevant Experience of 15 years in handling Public Relations.</p> <p>Should have worked on Public Relations and social media campaigns which involve Research Reports, Industry Analysis, Crisis Management, Social Media Listening etc.</p> <p>Should have experience of working in energy sector/ working with the Government and running objective driven campaigns.</p> <p>Should have proficiency in Hindi &amp; English, extensive experience in the power sector.</p> <p>Work experience with a government/PSU client desirable.</p>	<ul style="list-style-type: none"> <li>Designing and drafting PR strategy for REC/Ministry of Power (MoP)</li> <li>Ensuring wide publicity and coverage of events, achievements, milestones of REC/MoP</li> <li>Forging and maintaining relationships with relevant media personnel.</li> <li>Serve as point of contact for media queries.</li> <li>Organise and oversee events such as press conferences, seminars, etc.</li> <li>Provide effective reputation and crisis management.</li> <li>Build and maintain updated list of media persons.</li> </ul>
2	Team Lead (Social Media)	1 (UR)	Regular full time - Graduation/ Post Graduation Degree or Diploma in Media or	10	<p>Minimum Relevant Experience of 10 years in handling teams/communications/ mass media/public</p>	<ul style="list-style-type: none"> <li>Ideation and execution of social media strategies and campaigns for REC/MoP.</li> <li>Ensure the deliverables from the team.</li> </ul>

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			Mass Communications or related fields		<p>relations/soft skills training/related fields.</p> <p>Should have worked on social media campaigns, crisis management etc.</p> <p>Should have knowledge of social media marketing and management tools.</p> <p>Should have proficiency in Hindi &amp; English.</p> <p>Work experience with a government/PSU client desirable.</p>	<ul style="list-style-type: none"> <li>Monitoring performance on social media.</li> <li>Overseeing graphics, content and copy.</li> <li>Handling paid social media campaigns</li> <li>Track trends and new developments in social media</li> </ul>
3	Creative Head/Senior Designer	1 (UR)	Regular full time - Graduation/Post Graduation Degree or Diploma in Fine arts/applied arts/graphic design/equivalent in related fields	10	<p>Relevant experience of minimum 10 years in a reputed brand or advertising agency.</p> <p>Should have proficiency in design software including adobe indesign, illustrator, photoshop and coral draw.</p> <p>Work experience with a government/PSU client desirable.</p>	<ul style="list-style-type: none"> <li>Understand the brief and lead and review the work of the creative team</li> <li>Spearhead and manage content strategy</li> <li>Collaborate with social media and content writing team to create relevant content</li> <li>Produce fresh, innovative work as per the client brief.</li> </ul>
4	Social Media Executive	1 (UR)	Regular full time - Graduation/ Post Graduation Degree or Diploma in Media or Mass Communications or related fields	3	<p>Minimum relevant experience of 3 years in handling social media.</p> <p>Should have knowledge about campaigns and algorithms for various platforms – Facebook, YouTube, Instagram, and Twitter etc.</p> <p>Should have knowledge of social media management tools</p> <p>Should have proficiency in Hindi &amp; English.</p> <p>Work experience with a government/PSU client desirable.</p>	<ul style="list-style-type: none"> <li>Implementing social media strategy</li> <li>Execution and optimization of paid/unpaid social media campaigns</li> <li>Content Development and campaign optimization</li> <li>Working on engagement driven interactions such as tweet chats, forums etc.</li> <li>Understanding the client brief and translate it into high quality, inspiring and innovative content and designs keeping in view the business requirements</li> <li>Collaborating with all stakeholders to develop content and designing strategies</li> </ul>

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						<ul style="list-style-type: none"> <li>Driving engagement across platforms</li> </ul>
5	Public Relations Executive	1 (UR)	Regular full time - Graduation/ Post Graduation Degree or Diploma in Media or Mass Communications or related fields	3	<p>Minimum Relevant Experience of 3 years in handling Public Relations/Journalism/Content/Communications.</p> <p>Should have proficiency in Hindi &amp; English.</p> <p>Work experience with a government/PSU client desirable.</p>	<ul style="list-style-type: none"> <li>Response management</li> <li>Drafting and circulation of press notes</li> <li>Creating and maintaining list of media personnel</li> <li>Content Creation</li> <li>Media tracking and dossier making</li> </ul>
6	Graphic Designer	3 (UR)	Regular full time - Graduation/Post Graduation Degree	3	<p>Minimum graphic design experience of 3 years</p> <p>Should have proficiency in design software including adobe indesign, illustrator, photoshop and coral draw.</p> <p>Should have exceptional creativity and innovative design skills.</p>	<ul style="list-style-type: none"> <li>Visualize and develop innovative graphic designs that meet business goals</li> <li>Design a wide range of materials including web pages, presentations, brochures, signage, internal communications, newsletters, and marketing materials</li> </ul>
7	Video Editor	2 (UR)	Regular full time - Graduation/Post Graduation Degree	3	<p>Minimum video editing experience of 3 years.</p> <p>Should have proficiency in video editing software including Adobe Premiere.</p> <p>Should have exceptional creativity and innovative design skills</p>	<ul style="list-style-type: none"> <li>Edit short- and long-form videos including films and animated content</li> <li>Take charge of video ideation and creation</li> </ul>
8	Content Writer/ Copy writer (English)	1 (UR)	Regular full time - Graduation/ Post Graduation Degree or Diploma in English Literature, Communication, Marketing, Journalism or related field.	3	<p>Minimum relevant experience of 3 years</p> <p>Should have excellent verbal and written communication skills in English &amp; Hindi.</p>	<ul style="list-style-type: none"> <li>Produce quality writing that connects with target audiences, boosts engagement, and enhances brand awareness</li> <li>Research and write short-form and long-form content on relevant topics</li> <li>Write copy for advertisements and social media creatives</li> </ul>

Sr. No.	Name of the Post	Number of vacancies (Reserved For)	Minimum Essential Educational Qualifications	Minimum years of post-qualification executive experience required	Nature of work experience required	Responsibility
9	Content Writer/ Copy writer (Hindi)	1 (UR)	Regular full time - Graduation/ Post Graduation Degree or Diploma in Hindi Literature/Communication/ Marketing/Journalism or related field	3	Minimum relevant experience of 3 years. Should have excellent verbal and written communication skills in English & Hindi.	<ul style="list-style-type: none"> <li>Produce quality writing that connects with target audiences, boosts engagement, and enhances brand awareness</li> <li>Research and write short-form and long-form content on relevant topics</li> <li>Write copy for advertisements and social media creatives</li> </ul>

3. **Post reserved for Persons with Benchmark Disabilities (PwBD):** Reservation to PwBD shall be admissible in accordance with Government of India guidelines. Persons with Benchmark disability of not less than 40% as per Government of India guidelines shall only be eligible for the benefit of PwBD.
4. **Remuneration:**

Sr. No.	Designation	Experience	Monthly Consolidated Remuneration (in Rs.)
1	Consultant (Public Relations)	15 Years	Rs. 1,80,000/-
2	Team Lead (Social Media)	10 Years	Rs. 1,40,000/-
3	Creative Head/Senior Designer	10 Years	Rs. 1,25,000/-
4	Social Media Executive	03 Years	Rs. 80,000/-
5	Public Relations Executive	03 Years	Rs. 80,000/-
6	Graphic Designer	03 Years	Rs. 80,000/-
7	Video Editor	03 Years	Rs. 80,000/-
8	Content Writer/Copywriter (English)	03 Years	Rs. 80,000/-
9	Content Writer/Copywriter (Hindi)	03 Years	Rs. 80,000/-

### Eligibility Criteria:

- Nationality:** Only Indian Nationals are eligible to apply.
- Educational Qualifications:** The requirements regarding essential educational qualification for different posts are given in Table above. All qualifications should be from Universities/ Institutions recognized and approved in India by UGC/ AICTE/ Appropriate Statutory Authority (ies). Equivalence of qualification shall be decided at the discretion of REC Management.
  - Fraction of percentage in educational qualification will be ignored and will not be rounded off to the next higher integer i.e. 59.9% will be treated as less than 60%.
  - Wherever CGPA/OGPA/DGPA or Letter Grade in a degree / diploma is awarded, its equivalent percentage of marks must be indicated in the application form as per norms adopted by University/ Institute. The applicant shall also submit the conversion formula for deriving CGPA to percentage equivalence issued by the concerned University/ Institution, failing which the application is liable to be rejected.
- Work Experience:** Teaching experience & Internship will not be counted as experience.

4. **Cut-off Date:** The cut-off date for ascertaining experience etc will be the last date of submission of online application i.e., **15<sup>th</sup> September, 2023.**
5. Those working in Public Sector/ Government Sector/ Autonomous bodies of Government may forward application 'Through Proper Channel' or submit 'No Objection Certificate' at the time of Interview or should submit proper relieving order from present employer at the time of joining.
6. No person shall be eligible for appointment if he/she has been convicted by a court of law for an offense involving moral turpitude.
7. No person shall be eligible for appointment who has previously been dismissed, removed or compulsorily retired from the service of a corporation or department of a state or central government or a local authority or from an autonomous statutory body.
8. No person who has more than one spouse or who has entered into a marriage with any person having a spouse living shall be eligible for appointment to any post unless such marriage is permissible under the personal law applicable to the candidate and the other party to the marriage.
9. Any canvassing directly or indirectly by the applicant will disqualify his/her candidature.

### Selection Process:

10. Shortlisted Candidates shall be called for Personal Interview to be conducted at Corporate Office, REC Limited or through online mode as per decision of the management. The offer of engagement shall be issued to suitable candidates in order of merit and based on the number of vacancies.
11. Incomplete applications shall be summarily dismissed. In case of any discrepancy in the application, the candidature will be summarily rejected.
12. Mere fulfilment of eligibility criteria shall not confer any right to the applicant for being called for the interview/ selection process.
13. Detailed scrutiny of the applications shall be carried out to ascertain the eligibility with a view to select for the purpose of interview, only those candidates who are considered suitable in terms of the nature and quality of technical knowledge and professional expertise required for each specific post. Mere issuance of call letter for appearing in the selection process shall not imply that the candidate is eligible for the interview/post.
14. Applicants found suitable shall be called for interview, the venue and time of which will be intimated through the portal and the email indicated by the candidate in the application.
15. If the number of applications for any post is high, REC reserves the right to shortlist candidates with higher criteria than the minimum eligibility requirements mentioned above.
16. Outstation candidates called for interview will be reimbursed single to & fro fare by entitled mode/ class via shortest route from the address indicated in the application or as per journey proof whichever is lower as per extant rules (to be indicated in the interview letter) subject to submission of proof of journey and finding in order all testimonials/original documents for verification of age, qualification, experience, reservation/ relaxation, etc and upon completion of interview. Lodging charges will not be provided.
17. Any request for change in date or venue of the selection process will not be entertained.
18. Verification of documents shall be done before the interview. The candidates shall be required to get their original certificates for the interview.
19. All appointments are subject to medical fitness as per the Rules of the Corporation.
20. Candidates shall be selected on the basis of the educational qualifications, work experience and performance in selection process including interview. List of selected candidates, in order of merit, subject to medical fitness and verification of character and antecedents, shall be published on the portal and selected candidates will be informed individually at the address for correspondence and/or e-mail given in the application.
21. Candidates shall be required to submit proper relieving order from present employer at the time of joining.

### General Instructions:

22. **The posts are purely temporary in nature and are not against any permanent vacancy.** The placement will not entitle the candidate for any regular / permanent employment in REC in future.
23. REC reserves the right to increase/decrease the vacancies or cancel the recruitment process, if need so arises, without issuing any notice or assigning any reason thereof.
24. REC has operations all over the country and the selected candidate can be posted anywhere in the country.
25. All information regarding this recruitment would be available in the '**Careers**' tab on **REC website <http://www.recindia.nic.in>**, herein called the website/portal. Applicants are advised to check the portal/ website periodically for updates. Any corrigendum/ clarification on the advertisement, if required, shall be uploaded on REC website only. No individual mails shall be sent.

26. In case of any ambiguity / dispute on account of interpretation in versions other than English, English version will prevail.
27. No correspondence will be entertained from candidates not shortlisted/ not selected.
28. All disputes/ cases related to this recruitment process are subject to jurisdiction of courts of Delhi only.

### Steps for Applying:

29. Eligible and interested candidates should visit the 'Careers' tab on the REC website and click on the relevant opening. A candidate can apply for one post only.
30. Candidates are required to pay a non-refundable fee of ₹ 500/- (Five Hundred Only). Candidates belonging to Scheduled Castes, Scheduled Tribes, PwBD and Ex-servicemen are exempted from payment of this application fee.
31. Register on the portal using email id and mobile number.
32. Login to the portal using registered email id/ mobile number and click on "Apply" to start application for the desired post.
33. Fill the online application form with relevant details latest to the earliest.
34. While applying for a post, the candidate should ensure that he/she fulfils the prescribed eligibility criteria on the cut-off date/s and that the particulars furnished are correct in all respects. If at any stage of recruitment or thereafter it is detected that a candidate has furnished any incorrect/ incomplete information or has suppressed any material fact (s) to be considered as eligible, his/her candidature will stand automatically cancelled. If any shortcoming (s) is/are detected after his/ her assumption of charge, his/her service is liable to be terminated without any notice.
35. If any document/certificate is issued in a language other than Hindi/English, candidates are required to submit a certified translation of the same in Hindi/ English along with the application and also at the time of Interview.
36. Self-attested scanned copies of following documents should be attached (File type should be .jpg/.png/.pdf and should not exceed 1 MB) at the time of filling the application in the separate space provided in the online application portal:
  - a. Proof of Date of Birth (Tenth Class Certificate/ Birth Certificate)
  - b. Caste certificate/ relevant document for claiming Reservation/ Relaxation/Concessions issued by the Prescribed Authority as per GoI guidelines (in case of SC/ST/OBC-NCL/ Ex-servicemen/EWS etc.)
  - c. Disability Certificate – issued by the Prescribed Authority as per GoI guidelines clearly indicating type of disability, % of disability etc
  - d. Documents related to Essential Qualification (Pass certificate & Mark sheets showing class/ division/ CGPA/ percentage, mode, duration along with specialization) \*. If Class/ Division and percentage is not indicated in the Certificate or Mark sheet, the applicant shall submit the conversion formula for deriving CGPA to percentage equivalence from the concerned University/Institution, failing which the application is liable to be rejected.
  - e. Documents related to Other Qualifications (Pass Certificate and Mark sheets) \*
  - f. Documents related to experience such as: (present as well as all previous employment/s) starting from current employment in descending order\*:
    1. Appointment order/ joining order
    2. Experience Certificate from the employer: Proof of experience indicating post held, period of service, emoluments & area of experience
    3. Latest Pay Slip
    4. Relieving order (in case of experience with more than one organization)
    5. Salary Certificates/proof of CTC together with ITR or Form-16 A issued by present / past employers(s).
  - g. Certificate proving candidature under the category of J&K domicile, issued by the Competent Authority or any other category for which relaxation is admissible as per the advertisement.
  - h. A recent passport size colour photograph.
  - i. Signature of candidate.

\*All requisite documents pertaining to each educational qualification and each employment/ experience should be merged into a single file. File type should be .jpg/.png/.pdf and should not exceed 1 MB.

37. Submit the online application after filling in all details and making online payment of fee (fee mandatory for candidates belonging to Unreserved, OBC-NCL category). Fee shall not be accepted in any other mode. The

Online Application shall be deemed to be submitted only upon receipt of Application Fee (where applicable). The Applicant should save the application number for future reference.

38. Candidate should compulsorily upload self-attested scanned copies of above-mentioned documents in separate space given in the online application form.
39. Submit the online application after filling in all details.
40. All the details given in the online application will be treated as final and no changes will be entertained later.
41. In-complete applications / applications without supporting documents will be rejected.
42. Candidates are NOT required to submit hard copy of application form at this stage. However, in case REC asks for any document for further verification of eligibility and the same is required to be sent by post/ mail, then REC will not be responsible for any postal delay or loss of the same in transit.

**Important Dates:**

a)	Commencement of Online Application	31 <sup>st</sup> August 2023
b)	Last date for fee payment	15 <sup>th</sup> September 2023 upto 11.00 pm
c)	Last date for submission of Online Application	15 <sup>th</sup> September 2023 upto 11.55 pm