

Advt. No. INDIA/28/2024-INDAI
India AI
Digital India Corporation
Electronics Niketan Annexe, 6, CGO Complex Lodhi Road,
New Delhi – 110003
Tel.: +91 (11) 24360199, 24301756
Website: www.dic.gov.in

21.02.2025

Web Advertisement

Ministry of Electronics, and Information Technology, MeitY, has established India AI Independent Business Division (India AI) under Digital India Corporation for implementing the India AI mission. The India AI Mission aims to create a robust ecosystem that accelerates AI innovation through strategic initiatives and collaborations spanning both public and private domains. By democratizing access to computing resources, enhancing data quality, nurturing homegrown AI expertise, attracting top talent, fostering industry partnerships, supporting startup ventures, promoting socially impactful AI projects, and emphasizing ethical practices, the mission seeks to foster responsible and inclusive growth within India's AI landscape. Government of India has recently approved the IndiaAI Mission to democratize access to AI innovation pillars and ensure global competitiveness of India's AI ecosystem catalyzing AI innovation through strategic programs and partnerships across the public and private sectors. By democratizing computing access, improving data quality, developing indigenous AI capabilities, attracting top AI talent, enabling industry collaboration, providing startup risk capital, ensuring socially impactful AI projects and bolstering ethical AI, it will drive responsible, inclusive growth of India's AI ecosystem.

India AI is currently inviting applications for the below position purely on Contract/ Consolidated basis.

S.No	Name of the post	No. of Positions
1.	Assistant Manager – Marketing Communications	1

The place of posting shall be in New Delhi but transferable to project locations of IndiaAI as per existing policy of IndiaAI. The details can be downloaded from the official website of DIC, NeGD & MeitY, viz. www.dic.gov.in, www.negd.gov.in, & www.meity.gov.in

Eligible candidates may apply ONLINE: <https://ora.digitalindiacorporation.in/> Last date for submission of application: 07.03.2025

About India AI

The IndiaAI Mission aims to build a comprehensive ecosystem that fosters AI innovation by democratizing computing access, enhancing data quality, developing indigenous AI capabilities, attracting top AI talent, enabling industry collaboration, providing startup risk capital, ensuring socially impactful AI projects, and promoting ethical AI. This mission drives responsible and inclusive growth of India's AI ecosystem through following seven pillars.

About DIC

The Digital India Corporation (formerly Media Lab Asia) has been set up by the Ministry of Electronics and Information Technology (MeitY), Government of India, to innovate, develop and deploy ICT and other emerging technologies for the benefit of the common man. Digital India Corporation plays the role of a leader in promoting e-Governance by taking forward the projects and activities of the Digital India Programme, to facilitate its stakeholders to realize its goals. It also provides strategic support to Ministries & Departments, both at the Central and State level for carrying forward the mission of the Digital India Programme by way of Capacity Building for e-Governance projects, promoting best practices, encouraging Public-Private Partnerships (PPP), nurturing innovation and technology in various domains. Digital India Corporation has several Independent Business Divisions under it and these include NeGD, MyGov, Bhashini, ISM, IndiaAI and MSH. More details can be seen at <https://dic.gov.in/>

Job Description: Assistant Manager – Marketing Communications

Role/Position : Assistant Manager – Marketing Communications
Project : IndiaAI
Reporting to : COO

A. Roles & Responsibilities

- **Content Management:** Create, curate, and manage published content across platforms, including articles, images, and videos, to ensure an active and engaging presence.
- **Content Scheduling:** The manager will schedule daily posts across various social media platforms, ensuring a consistent presence and timely delivery of content.

- **Community Engagement:** Monitor social media channels, listen to users, and respond appropriately to comments and inquiries. Engage in online advocacy, cross-promotion, and community outreach.
- **Design Oversight:** Oversee and guide the design of social media assets, including Facebook Timeline covers, profile pictures, thumbnails, ads, landing pages, and X formerly Twitter profiles.
- **Campaign Management:** Design, manage, and execute social media campaigns and promotions that align with our marketing strategy, aiming to increase reach and engagement.
- **ROI Reporting:** Compile and present reports that show the impact of social media activities, including Return on Investment (ROI), using quantitative and qualitative metrics.
- **Campaign Analysis:** Analyze social media campaigns and translate findings into actionable recommendations to optimize future efforts.
- **Benchmarking:** Set and monitor best practice benchmarks to measure the success of social media campaigns and ensure continuous improvement.
- **Creating video content** by assembling footage, adding sound, graphics, transitions, and effects, and ensuring that the final output meets campaign objectives.
- **Collaborate** with internal teams, subject matter experts, and external partners to create content that resonates with the audience and advances IndiaAI's goals.
- **Oversee** content team for social media copywriting and design text to drive growth and productivity, ensuring high-quality and impactful content.
- **Perform** primary and secondary research to support the creation of content, ensuring accuracy, relevance, and thought leadership.
- **Assist** in various research works, policy-related initiatives, and content production for videos, events, and other activities.
- **Stay updated** on the latest trends, tools, and strategies in social media and content creation.
- **Identify and respond** to opportunities and threats in user-generated content, ensuring the brand's online reputation is maintained.
- **Develop** proactive processes to capture and leverage online reviews.

B. Essential Qualification and experience:

- Graduation in any discipline (Mass Communication is desirable)
- 4 years of experience in content writing and handling social media preferable in a Govt. set up
- Proven experience in content creation, journalism, or communications with a focus on AI, technology, or a related field.
- Extensive knowledge of Social Media Platforms and Social Media Marketing experience (Facebook, Instagram, Twitter, LinkedIn, YouTube, etc.).
- Strong knowledge of current affairs.
- Fluency in English (both written and verbal) is a must.
- Effective communication and interpersonal skills
- Ability to work calmly under pressure
- Ability to drive the agenda and collaborate with various cross functional groups, collaborative working style is essential.
- Ability to deliver Projects on – time.

General Conditions applicable to all applicants covered under this advertisement:

1. Those candidates, who are already in regular or contractual employment under Central / State Government, Public Sector Undertakings or Autonomous Bodies, are expected to apply through proper channel or attach a 'No Objection Certificate' from the employer concerned with the application OR produce No Objection Certificate at the time of interview.
2. DIC/IndiaAI reserves the right to fill all or some or none of the positions advertised without assigning any reason as it deems fit.
3. The positions are purely temporary in nature for the project of DIC/IndiaAI and the appointees shall not derive any right or claim for permanent appointment at DIC/IndiaAI or on any vacancies existing or that shall be advertised for recruitment by Digital India Corporation in future.
4. DIC/IndiaAI reserves the right to terminate the appointments of all positions with a notice of one month or without any notice by paying one month's salary in lieu of the notice period.
5. The maximum age shall be as on the last date of receipt of the applications. Screening of applications will be based on qualifications, age academic record and relevant experience. The designation against the position shall be mapped as per the approved policy.
6. In case of a query, the following officer may be contacted.

**HR Division
India AI Division
4th Floor, Electronics Niketan 6-CGO, Complex Lodhi Road, New Delhi – 110003
Email: hrd-ai@indiaai.gov.in
HR Team**