



दिल्ली कौशल एवं उद्यमिता विश्वविद्यालय

DELHI SKILL AND ENTREPRENEURSHIP UNIVERSITY

(A State University Established under Govt. of NCT of Delhi Act 04 of 2020)

Head Office: DSEU Dwarka Campus (formerly known as Integrated Institute of Technology)
Sector 9, Dwarka, New Delhi – 110077

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Advertisement for the Post of COMMUNICATIONS LEAD

COMMUNICATIONS LEAD

The WomenWorks Programme (WW) will recruit a Communications Lead who will be responsible for creating and implementing communication strategies across platforms (including digital, print, social media, etc.). As this is a new programme, the lead will be primarily responsible to create awareness about WW's vision to encourage more women to enroll for the programme and business partners to support women entrepreneurs.

ROLES AND RESPONSIBILITIES OF A COMMUNICATIONS LEAD

- Develop and implement a communication plan for the WomenWorks program, incorporating feedback and directions from the Core Team.
- Design a social media plan for different platforms such as Facebook, Instagram, Twitter, LinkedIn and YouTube.
- Create engaging content for different platforms with the support of the Graphic Designer and Video Editor.
- Generate content by leading brainstorm/ creative sessions by undertaking field visits to identify impact stories and achievements to be amplified on social media the importance of women entrepreneurship.
- Draft press releases, factsheets, summary sheets, articles, stories, photo stories, key messages and other materials in both English and Hindi highlighting the developments of the programme
- Work closely with the Project Head, Consultants, Associate Consultants, Fellows and other stakeholders to learn about the programme and identify important aspects for multimedia coverage
- Prepare monthly goals and work plans for the Communications team
- Make frequent field visits to build a community for WW that can help in creating and disseminating content related to the programme

- Identify on ground stakeholders to promote and disseminate information about WW on Facebook, Google+, LinkedIn, YouTube, Twitter and Instagram
- Manage ad hoc tasks if any, assigned by the competent authority.

QUALIFICATIONS

Essential: Bachelor degree in any discipline with minimum 50% (or equivalent CGPA) along with specialization in Digital Marketing, Communications, Advertising or Journalism or any other equivalent field pertaining to communication.

EXPERIENCE

Essential: Two years of relevant work experience

Desirable: Experience of developing, implementing and leading large scale social media campaigns, online communications and digital journalism for ad agencies or newspapers.

LANGUAGE REQUIREMENT: Fluency in English and Hindi is essential.

AGE LIMIT: The candidate should be younger than 35 years of age on 1 January, 2022.

CORE COMPETENCIES

- Strong understanding and demonstrated experience in executing multi-channel outreach campaigns
- Deep understanding of digital marketing and latest strategies for outreach and communication
- Excellent writing and editing skills
- Commitment to work on the field
- Knowledge of computer systems and applications, including internet navigation, various office/ graphics applications, and specifically, interactive digital media
- Proven ability to work as part of a team and stick to timelines
- Can think out of box ideas.

REMUNERATION: The Communications Lead will receive a monthly remuneration of ₹60,000/- (Consolidated)

TERMS OF ENGAGEMENT: The Communications Lead will be on probation for the first three months, and only after successful review of the activities in the period, will they be allowed to continue for the full length of their contract. The initial term of engagement shall be of two years with a subsequent extension of another one year, along with Annual Performance Review. The salary shall remain fixed for the entire period of contract (as mentioned above).

HIRING PROCESS

- A two-step hiring process will be followed. In the first step, all applicants will have to submit an online application form before midnight on the last date of submission. Late entries will not be considered
- Shortlisted applicants will receive an email confirmation within first week of August
- In the second stage, selected applicants will be called for an interview round
- Final list of successful applicants will be uploaded on the website and a confirmation email with the next steps will be sent within 10 days from the interview.

GENERAL INSTRUCTIONS

- All eligible Nationals of India are encouraged to apply
- Before applying, candidates should ensure that they fulfill all the eligibility criteria.
- No correspondence whatsoever will be entertained from applicants regarding any delays, conduct, and the result of the selection process.
- The decision of DSEU in all matters relating to eligibility, acceptance, or rejection of the application, the penalty for false information, mode of selection will be final and binding on the candidates and no inquiry or correspondence will be entertained by DSEU in this connection.
- DSEU reserves the right to cancel the candidature of the candidate at any stage of the recruitment process and even after the selection/appointment of the candidate if he/she does not fulfill the conditions specified in the notification.
- Incomplete applications and those received after the closing date or without relevant documents shall be rejected.
- Original documents will be required to be presented for verification as and when asked by the University.
- The last date for applying is the **31st of July, 2022**.
- Please fill in the form for your application on <https://forms.gle/CeHWv7Rnd8tDiSVt7>
- Queries pertaining to the positions may also be mailed to womenworks@dseu.ac.in