

**INDIA TRADE PROMOTION ORGANISATION  
(A Government of India Enterprise)**

No.4-ITPO(8)/E-I/2020

Date: 11/01/2021

Applications are invited for engagement of Consultant (Social Media) on contractual basis initially for a period of one year and further extendable for one year as per requirement of ITPO on consolidated remuneration of Rs. 40,000/- per month minus TDS. Interested candidates, who fulfil the following eligibility criteria, may apply for the post:

Educational Qualification	<p><b>Essential:</b> Bachelor's degree in Mass Communication.</p> <p><b>Desirable:</b> Knowledge of Computer Application.</p>
Age Limit	35 years (As on closing date of application)
Experience	<p>Candidate must have 03 years post qualification experience in Social Media in Govt./PSU/reputed Private Sector Organisation including</p> <ul style="list-style-type: none"> <li>➤ Develop, implement and manage ITPO's social media strategy.</li> <li>➤ Define most important social media KPIs.</li> <li>➤ Work with Copywriters and Designers to ensure content is informative and appealing.</li> <li>➤ Collaborative ability with event marketing and awareness.</li> <li>➤ Manage and oversee social media content.</li> <li>➤ Measure the success of every social media campaign.</li> <li>➤ Monitor Search engine Optimization (SEO) and user engagement and suggest content optimization.</li> <li>➤ Communicate with industry professionals and influences via social media to create a strong network.</li> <li>➤ Social Media strategist using social media for brand awareness and impressions.</li> <li>➤ Excellent knowledge of Face book, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices.</li> <li>➤ Eventually the work to be done by the Consultant (Social Media) should stimulate our marketing strategy for the venue (IECC Project)</li> <li>➤ Experience in handling of Social Media verticals preferably with a focus on promotion and marketing strategy for "MICE" events and venues such as International Exhibition-cum-Convention Centre at IECC Pragati Maidan New Delhi</li> </ul>

Terms and Conditions for engagement of Consultant (Social Media) are as under-

1. The period of contract shall be for a period of one year from the date of joining which may be extended further for one year as per requirement of ITPO.
2. Consultant will be paid consolidated remuneration of Rs.40,000/- (Rupees Forty Thousand Only) per month minus TDS, as applicable.

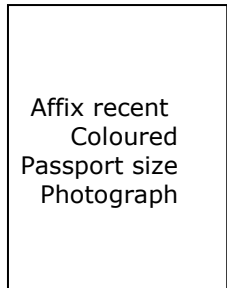
3. Consultant will not be entitled to claim any benefit from ITPO, such as, earned leave, medical leave, medical reimbursement, hospitalization expenses, Leave Travel Concession, CPF, HRA or advance of any kind etc. as per prevalent Rules of ITPO amended from time to time.
4. In case of absence from duty over and above the leave permissible, proportionate amount from remuneration will be deducted for the period of absence.
5. Consultant will be responsible for all the duties assigned to him/her by ITPO.
6. Working hours shall normally be from 10.00 a.m. to 6.00 p.m. during working days including half an hour lunch break in between. However, in exigencies of work, he/she may be required to sit late and may be called on Saturdays/Sundays and other Gazetted Holidays also.
7. During the period of contract the Consultant will be entitled to claim one day Casual Leave during the period of 45 days subject to approval of the Competent Authority.
8. Consultant will be governed by the Official Secrets Act, 1923, as amended from time to time and will not disclose to any unauthorized person (s) any information/data that may be supplied to them during the period of engagement as "Consultant" in India Trade Promotion Organisation (ITPO). All such documents will be property of the ITPO.
9. The Consultant will complete the assigned task within the stipulated period as per requirement of ITPO. He/She will not take up any assignment or contract which conflicts the interest of the ITPO in this matter elsewhere during the period of contract in ITPO.
10. The period of contract will not confer any claim or right for subsequent engagement/employment with ITPO at a later date.
11. The contract may be terminated at any time by the ITPO without assigning any reason by giving a month's notice. Similarly, the Consultant may also disengage after giving notice for a similar period. In case ITPO terminates the contract without giving one month notice, one month remuneration shall be payable.
12. In case of any differences or dispute arising out of or in connection with this engagement, decision of CMD, ITPO will be final and binding.

Applications (as per format given below) alongwith self attested copies of certificates and testimonials should reach to Manager (Admin), India Trade Promotion Organisation, Pragati Bhawan, Pragati Maidan, New Delhi-110001, within one month from the date of publishing this advertisement on ITPO's website.

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**INDIA TRADE PROMOTION ORGANISATION**

Application for \_\_\_\_\_  
(To be filled in Block letters)



- (1) Name; \_\_\_\_\_
- (2) Father's/Husband's Name; \_\_\_\_\_
- (3) Category: \_\_\_\_\_
- (4) Date of Birth/ Age as on the closing \_\_\_\_\_  
date of receipt of applications;
- (5) Permanent Address: \_\_\_\_\_  
\_\_\_\_\_
- (6) Correspondence Address; \_\_\_\_\_  
\_\_\_\_\_
- (7) Educational Qualifications; \_\_\_\_\_
- (8) Experience specifying the name of the Organisation, post held from time  
to time indicating the pay scale and duration of the post;  
(Please attach separate sheet, if needed)
- (9) Telephone/Mobile no., \_\_\_\_\_
- (10) E-mail id : \_\_\_\_\_
- (11) Aadhar No. \_\_\_\_\_
- (12) Any other relevant information (Attach separate sheet, if needed)

Date: \_\_\_\_\_

(Signature)

Place: \_\_\_\_\_

