



# BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED

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

**Head Office:** 14-B, Ring Road, I.P. Estate, New Delhi-110002, Phone: 011-23378823

**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. 78

Applications are invited for recruitment/empanelment of following manpower purely on contract basis for deployment in Ministry of Tribal Affairs.

S. No.	Designation/Requirement	Qualification	*Monthly Remuneration
1.	<b>Social Media Strategic Head (01)</b>	<ul style="list-style-type: none"> <li>• Must hold a Master's Degree (any field)</li> <li>• Must be conversant with working on social media platforms such as Facebook, Twitter, and YouTube.</li> <li>• Minimum 5 years' experience in planning, implementing and monitoring the Social Media strategy in order to increase brand awareness. He should also be Competent to coordinate with media etc.</li> <li>• Preference will be given to Master's Degree holder in Mass Communication.</li> </ul>	Rs.85,000/-
2.	<b>Content Writer (English / Hindi/Regional Language) (01)</b>	<ul style="list-style-type: none"> <li>• BA (English/Hindi Hons.) or BA (Print Journalism) or Mass Communication or degree in relevant field</li> <li>• Minimum 3 years' experience preferably in the Govt. Sector.</li> <li>• Must be aware about Regional Language</li> </ul>	Rs.45,000/-
3.	<b>Graphic Designer (01)</b>	<ul style="list-style-type: none"> <li>• Graduate in any field or 3 years diploma course in Graphic Designing.</li> <li>• Minimum 3 years' experience in Graphic designing</li> <li>• Must be proficient in Photoshop, CorelDRAW, Final Cut Pro Editing etc.</li> </ul>	Rs.45,000/-
4.	<b>Social Media Executive (English/Hindi) (01)</b>	<ul style="list-style-type: none"> <li>• He should hold Bachelor's Degree in Mass Communication from a recognized University/Institute.</li> <li>• He should have good communication skills in English and Hindi.</li> <li>• Must be versatile in using the Internet, MS Word, Excel, Graphic Designing.</li> <li>• Must be conversant with working on social media platforms such and Facebook, Twitter, Youtube.</li> <li>• He should know typing in Hindi/English.</li> <li>• 2 years' experience in the relevant field.</li> <li>• Must be aware about regional language</li> </ul>	Rs.40,000/-
5.	<b>Videographer cum Photographer (01)</b>	<ul style="list-style-type: none"> <li>• Graduate in any field</li> <li>• Diploma /Degree in relevant field from recognized University.</li> <li>• 5 years' experience in the relevant field.</li> </ul>	Rs.45,000/-

Note: \*Monthly remuneration excludes EPF (employer share), DA, GST etc.

## Roles and Job responsibilities

### 1. SOCIAL MEDIA STRATEGIST

#### Strategy and Planning for social & display media

- Brainstorming new social media strategies and plans in alignment with brands core objectives
- Lead the social media for the brand with conceptualization, content creation and strategy.
- Manage organizations social presence and distribute content on all social channels,viz.Facebook, LinkedIn, Twitter, Google, YouTube, Pinterest, and Instagram.
- Effectively planning, scheduling, and coordinating updates on major social media channels
- Measure and monitor social activities and social campaigns.
- Proactively react to social network updates in functionality, etiquette, reporting etc.
- Monitor and present relevant data, trends, successes, exceptions etc.
- Responsible for managing of social media postings strategically.
- Work seamlessly for helping with the promotions - both short term and long-term campaigns.
- Develop social media program initiatives for improving the community size.
- Developing display media branding and performance plans as per business objectives across all digital platforms
- Monitor benchmarks for measuring the impact of social media, analyze, review, and report on effectiveness of campaigns to maximize results for the business.
- Monitor and advise emerging social networking trends and social media best practices.
- Execute Influencer campaigns and content creator activations.

#### Content Creation & Execution

- Creating, editing and refining the content for social media to engage higher number of target audience
- Professionally manage multiple social media accounts and up keeping the company social media presence.
- Optimizing paid marketing on social and display media and coordinating with agencies for smooth and timely execution of plans.

#### Online Reputation Management

- Maintaining online reputation of the brand by keeping an eye on online conversations and handling them appropriately
- Promoting positive conversations about the brand on social media
- Keeping a track of industry and competitor activities using online tools & strategize the necessary action, wherever required
- Hands on experience in Display advertising
- Campaign Management- Manage all the digital brand campaigns.

#### Requirement

- Proven working experience, between 5 to 7 years,
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Experience in setting up and optimizing Google Adwords, Facebook Ad, etc campaigns
- Expert level skills in Adobe Creative Suite, After Effects, Illustrator, InDesign, Corel Draw, Photoshop, Premiere Pro, Microsoft PowerPoint design, Invision App, Flinto, UX Pin, and other relevant design tools.
- Excellent knowledge of Adobe .

- Working knowledge of HTML, CSS, and JavaScript development and constraints

## **2. GRAPHIC DESIGNER | VIDEO EDITOR | ANIMATOR -VFX & COMPOSITING |**

### **Roles and Responsibilities**

- Work creatively to produce original and aesthetically pleasing designs and solutions
- Create and edit videos, posters, infographics, banners, digital banners, branding materials, e-newsletters, reports, white papers, magazine, multimedia videos, presentations, and infographics Ads video, etc
- Keep abreast of the latest trends in terms of video content and design on social media
- Sort through music that supports the story
- Create images and videos that identify a product or convey a message
- Develop graphics for Social Media Pages and websites
- Select colors, images, text style, and layout
- Review designs for errors before printing or publishing them
- Develop engaging, creative, innovative content for regularly scheduled posts, which enlighten audiences and promote brand-focused messages
- Develop UI/UX designs for web and mobile applications
- Tell a story through short and impactful videos (editing of existing footage and creating new vector-based videos/animations),
- Work directly with social media team to conceptualise, build, test and realise products

### **Requirements**

- Proven working experience, between 5 to 7 years
- Expert level skills in Adobe Creative Suite, After Effects, Illustrator, InDesign, Corel Draw, Photoshop, Premiere Pro, Microsoft PowerPoint design, Invision App, Flinto, UX Pin, and other relevant design tools.
- Knowledge of 2D & 3D VFX/CG & Special Effects and compositing in real videos & Animation
- Skills in hand-coded HTML5 and CSS3 would be an added advantage
- Knowledge and experience in UI/UX design, specifically for Mobile Apps

## **3. CONTENT WRITER**

### **Roles and Responsibilities:**

- Excellent written and verbal communication skills, excellent command over the English and Hindi language, good vocabulary, and impeccable spelling and grammar.
- Must be able to articulate his/ her thoughts on a variety of Social issues.
- Update our website and social media pages with storying telling content.
- Manage the editorial calendar and ensure timely publication.
- Creating concise, eye-catching, and innovative headlines and body copy.
- Writing a wide variety of topics for multiple platforms (website, blogs, articles, social updates, banners, case studies, guides, white papers, etc.)
- Create, develop and manage high-quality news related content for our news portal
- Maintain blogs on tribal issues
- Innovatively handle our multiple social media platforms.
- Prepare a detailed plan for every month and meet the content strategy finalized within the set deadlines.
- Cooperate with other key members Verify information and research details for the content generated.

- Constantly strive to better the quality of content in original ways.
- Talking points for various delegates
- Drafting of PIB news
- Content for Best Practices by States,TRIs, CoEs
- Monthly e- newsletter

**Requirements:**

- Minimum 5-7 Year Proven work experience as a Content Writer, Copywriter or similar role
- Portfolio of published articles
- Experience doing research using multiple sources
- Familiarity with web publications
- Excellent writing and editing skills in Hindi &English

**4. SOCIAL MEDIA EXECUTIVE**

**Roles and Job responsibilities:**

- Manage organizations social presence and distribute content on all social channels viz. Facebook, LinkedIn, Twitter, Google, YouTube, Pinterest, and Instagram.
- Effectively planning, scheduling, and coordinating updates on major social media channels
- Measure and monitor social activities and social campaigns.
- Proactively react to social network updates in functionality, etiquette, reporting etc.
- Monitor and present relevant data, trends, successes, exceptions etc.
- Responsible for managing of social media postings strategically.

**Requirements:**

- Minimum 5-7 Year Proven work experience as a Social Media Executive or similar role
- Expert level skills in Adobe Creative Suite, After Effects, Illustrator, InDesign, Corel Draw, Photoshop, Premiere Pro, Microsoft PowerPoint design, Invision App, Flinto, UX Pin, and other relevant design tools.
- Knowledge of 2D & 3D VFX/CG & Special Effects and compositing in real videos & Animation
- Portfolio of published Posts
- Experience doing research using multiple sources
- Excellent writing and editing skills in Hindi & English

**5. VIDEOGRAPHER CUM PHOTOGRAPHER**

**Roles and Job responsibilities:**

- Setting up photographic equipment including cameras, lenses, lighting and specialist software Arranging still objects, products, scenes, props and backgrounds Photograph
- Must have knowledge in Videography and Video Editing
- Editing and retouching images in Photoshop (remove the background, color correction, etc) Stage product and facility photoshoots primarily used for advertisements and website content

**Requirements:**

- Minimum 5-7 Year Proven work experience as a Videographer or similar role
- Expert level skills in Adobe Creative Suite, After Effects, Illustrator, InDesign,Corel Draw, Photoshop, Premiere Pro, Microsoft PowerPoint design, Invision App, Flinto, UX Pin, and other relevant design tools.

- Knowledge of 2D & 3D VFX/CG & Special Effects and compositing in real videos & Animation
- Portfolio of published videos and photos
- Excellent writing and editing skills in Hindi & English

1. Selection will be made as per the prescribed norms and requirement of the job.
2. No TA/DA will be paid for attending the test/ written exam/ interview/ joining the duty on selection.
3. Application must be submitted **ONLINE** only for the above post.
4. For applying please visit the BECIL website [www.becil.com](http://www.becil.com). Go the 'Careers Section' and then click 'Registration Form (Online)'. Please read 'How to Apply' carefully before proceeding to register and online payment of fee. **The instruction (How to Apply) for filling up the ONLINE Application/ Registration is attached below for reference.**
5. Candidates are advised to view the BECIL website regularly after submitting their application successfully for any notification/ updates.
6. 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. Reservation will be followed according to the Prescribe Guidelines of the Government of India

In case of any doubt/help please email as below:

For technical problem faced while applying ONLINE : [khuswindersingh@becil.com](mailto:khuswindersingh@becil.com)

For queries other than technical : [maheshchand@becil.com](mailto:maheshchand@becil.com)

You may call at : 0120-4177860

**Last date for submission of application forms is 15.09.2021.**

Sd/-  
Mahesh Chand  
Deputy General Manager (HR)

## BECIL REGISTRATION PORTAL

### HOW TO APPLY:

1. Candidates are required to apply online through website [www.becil.com](http://www.becil.com) or <https://becilregistration.com> 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.com> and click on the link "Career".
4. Candidates are required to follow below process for registration.
5. Registration to be completed in 7 steps:
  - **Step 1: Select Advertisement Number**
  - **Step 2: Enter Basic Details**
  - **Step 3: Enter Education Details/Work Experience**
  - **Step 4: Upload scanned Photo, Signature, Birth Certificate/ 10th Certificate, Caste Certificate**
  - **Step 5: Application Preview or Modify**
  - **Step 6: Payment Online Mode (via credit card, Debit card, net banking, UPI etc.)**
  - **Step 7: 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 100 kb 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.750/- (Rs. 500/- extra for every additional post applied)
- OBC - Rs.750/-(Rs. 500/- extra for every additional post applied)
- SC/ST - Rs.450/-(Rs. 300/- extra for every additional post applied)
- Ex-Serviceman - Rs.750/-(Rs. 500/- extra for every additional post applied)
- Women - Rs.750/-(Rs. 500/- extra for every additional post applied)
- EWS/PH - Rs.450/-(Rs. 300/- extra for every additional post applied)

**Note: The GST and Bank charges will be borne by the candidates.**

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. 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 refunded.

**\*\*Candidates are advised to apply through above mentioned 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. \*\***

\*\*\*\*\*