

Position 1

Job Title: **Communication/Social Media Marketing Expert**

Job Description:

- Responsible for creating and implementing comprehensive publicity strategies to promote products and managing social media presence.
- Should have a proven track record of successful product launches, excellent communication skills, and a deep understanding of social media platforms.
- Social media management to oversee and manage all social media channels, ensuring a consistent brand voice and image.
- Create engaging and shareable content for various platforms, including Facebook, Instagram, Twitter, LinkedIn, and others.
- Foster a sense of community and engagement among followers through active participation in conversations and responding to inquiries.
- Collaborate with the product team to understand product features and benefits and translate them into customer-focused messaging.
- Ability to analyze data and draw insights for continuous improvement.
- Establish key performance indicators (KPIs) to measure the success of marketing Campaigns.
- Build relationships with key media outlets, influencers, and industry partners to secure coverage.

Eligible Criteria:

- Master's degree in mass communication or equivalent
- Work experience of at least 07 years of related experience in IEC Activities/Public relations, proven experience in product publicity and social media management out of which at least 5 years of relevant experience in Central Government/ State Government / Reputed Public Sector Organizations.
- Strong knowledge of social media platforms and trends.
- Creative thinker with a keen eye for design and storytelling.
- Ability to work in a fast-paced, dynamic environment.
- Good verbal and written communication skills.
- Proficient in computer, MS Office and Internet.

Expected Remuneration: The monthly remuneration is upto INR 01 lakhs (The remuneration will be decided based on the candidate qualifications, experience, and proficiency.)

Terms & Conditions

The position will be contractual for the duration of 01 Years (extendable upto 03 years). The contract would be renewed yearly subject to the performance and extension approval by the department.

Position 2

Job Title: **Business Development Officer/Manager**

Job Description:

- Promote formation of Producer Groups to facilitate backward linkages for efficient procurement of Agri commodities to be sourced under Brand House of Himalayas.
- Augment implementation of best practices during cultivation/production, post-harvest processing and value addition of agri commodities by Uttarakhand based farmers, entrepreneurs/startups/women entrepreneurs/Self Help Groups (SHGs)/Farmer Producer Organizations (FPOs)/Farmer Producer Companies (FPCs) for centralized sourcing, branding, and packaging.
- Strengthen procurement, processing, distribution and efficient Agri value chain management for promotion of Brand House of Himalayas.
- Organize training and skill development programs to empower rural youth/entrepreneurs/startups/rural women.
- Facilitate establishment of sustainable rural businesses under Brand House of Himalayas
- Promotion of rural startups and entrepreneurs to explore the global market for local products manufactured in Uttarakhand.
- Explore potential partnership opportunities between rural entrepreneurs/startups/women's self-help groups and FPOs and exporters/corporates for sourcing/procurement, processing, packaging for better internal trade as well as export of different agricultural commodities, textiles, rural crafts etc.

Eligible Criteria:

- Postgraduate in Agri Business Management/MBA/PGDM/Equivalent Master degree in Agri-business/Finance/Marketing/Agri-Economics/Entrepreneurship from recognized institute with 4 years/5 years of Bachelor's degree having 1st division or more than 60%

marks or equivalent overall grade point average, with atleast 7 years post qualification experience in Agri Business Incubation, supporting Incubators, mentoring of agri startups/entrepreneurs, assessment and evaluation of projects, experience of agri startup ecosystem as evidenced from fellowship/associateship/other engagements.

- Working experience in management of agribusiness incubation centre/technology commercialization/entrepreneurship development/preparation of project report, mentoring agri startups/rural entrepreneurs.
- Good verbal and written communication skills.
- Proficient in computer, MS Office and Internet.

Expected Remuneration:

The monthly remuneration is upto INR 02 lakhs (The remuneration will be decided based on the candidate qualifications, experience, and proficiency)

Terms & Conditions

The position will be contractual for the duration of 01 Years. The contract would be renewed yearly subject to the performance and extension approval by the department.

Position 3

Job Title: Brand Manager/Coordinator- livelihoods Program

Job Description:

- Play a pivotal role in shaping the brand identity of rural initiatives, market presence and consumer engagement strategies for rural products/services tailored to appeal to the masses.
- Building brand awareness and foster long-term brand relations within government and non-government stakeholders.
- Develop comprehensive brand strategies specifically tailored to promote marketable products, considering socio-economic factors, cultural nuances, regional as well as global preferences.
- Research and produce key insights, competitive analysis, industry trends etc and present to the department and senior leadership, periodically.

- Coordinate and support the office of Secretary/ Mission Director in monitoring and review works.
- Establish strong relationships with local community leaders, organizations, and influencers in rural areas to enhance brand visibility and credibility.
- Organize and participate in community events, workshops, and sponsorships to deepen brand engagement and foster positive brand associations.
- Identify strategic partnership opportunities with local businesses, cooperatives, or government agencies to expand reach and distribution in rural as well as urban markets.
- Collate findings from consumer feedback to inform product development initiatives, ensuring that offerings meet the envisaged goals.
- Collaborate with cross-functional teams (product management, R&D, sales etc) to launch new products or adapt existing ones for the rural market segment.

Eligible Criteria:

- Graduation in any field from a premier institute
- Master's degree in public Relation/Advertising or equivalent
- Work experience of at least 07 out of which at least 05 years with the Government with related experience in Brand Promotion, Documentation, Government Relations, R&D and Executive Assistance.
- Coordination and relationship management experience in at least 01 Central Government and 02 State Government Initiatives/Projects
- Experience in hosting sensitization workshops, training sessions to rural women/Women's economic development initiatives and working in large-scale government conclaves and roadshows.
- Strong knowledge of central government and state government initiatives/ schemes
- Proficient in computer, MS Office, Presentations and Knowledge Collaterals
- Exceptional content writing skills and crisis communications skills.

Expected Remuneration:

The monthly remuneration is upto INR 02 lakhs (The remuneration will be decided based on the candidate qualifications, experience, and proficiency)

Terms & Conditions

The position will be contractual for the duration of 01 Year (extendable upto 03 years). The contract would be renewed yearly subject to the performance and extension approval by the department.

Procedure to Apply

- Interested candidates may apply by sending their updated resume along with a one page covering letter to dcprogramme303@gmail.com by 18th February 2024.
- The subject line should be mentioned in the email, as follows:
 - For position No. 1 the subject line is “Hiring for Communication/Social Media Marketing expert”.
 - For position No. 2 the subject line is “Hiring for Business Development Officer/Manager”.
 - For position No. 3 the subject line is “Brand Manager/Coordinator- livelihoods Programme”.