



दिल्ली कौशल एवं उद्यमिता विश्वविद्यालय
DELHI SKILL AND ENTREPRENEURSHIP UNIVERSITY
(A State University Established under Govt. of NCT of Delhi Act 04 of 2020)
Administrative Office: DSEU Dwarka Campus
(formerly known as Integrated Institute of Technology)
Sector 9, Dwarka, New Delhi – 110077

Social Media Team Hiring

Roles and Responsibility

About Delhi Skill and Entrepreneurship University:

The Delhi Skill and Entrepreneurship University (DSEU) has been established through an Act of the Legislative Assembly of the National Capital Territory of Delhi, namely the “Delhi Skill and Entrepreneurship University Act, 2019” (Delhi Act 04 of 2020) to provide quality education in applied sciences and skill education. The University aims to equip students with world-class skill education to enable access to aspirational jobs and inculcate entrepreneurial mindset and entrepreneurship.

The following positions are being offered at the University purely on a contract basis:

S.No.	Name of the Post	Graphic Designer
1.	Number of Posts	01
2.	Consolidated remuneration per month (including all allowances)	INR 35,000/-
3.	Educational and other qualifications required	Undergraduate with a minimum of 2 years of demonstrated experience in graphic designing at a reputed organization.
4.	Roles and Responsibilities	<ul style="list-style-type: none">○ Developing concepts, graphics & layouts for social media handles, illustrations, website, infographics, or any other digital or print media, in harmony with the overall branding and communication strategy of the University.○ Generating creative and aesthetically pleasing graphic designs and ideas.○ Providing suggestions regarding design style, format, print production, and timescales.

		<ul style="list-style-type: none"> ○ Ensure consistency and uniformity in design communication through all our platforms. ○ Photo editing skills, video editing skills, and deep knowledge of design software to develop creatives for social media and websites. ○ Prioritize and manage multiple projects within design specifications and time constraints. ○ Ensure projects are completed with high quality and on schedule. ○ Amend designs after feedback and use the appropriate colors and layouts for each graphic ○ Work with Communication Manager, Branding and Marketing Executive, and Content Writers to produce the final design. ○ Will be responsible for planning concepts by studying relevant information and materials, and conceptualizing visuals based on requirements and any other task assigned by the DSEU core team.
5.	Contract Duration	3 months (probation period) and extendable up to 6 months (based on performance review)

S.No.	Name of the Post	Content Writer
1.	Number of Posts	02 (1 for English; 1 for Hindi)
2.	Consolidated remuneration per month (including all allowances)	INR 35,000/-
3.	Educational and other qualifications required	Undergraduate with a minimum of 2 years of demonstrated experience in copywriting and content writing. <i>[Desirable: Experience in writing opinion editorials and press releases shall be given higher marks.]</i>
4.	Roles and Responsibilities	<ul style="list-style-type: none"> ○ Developing engaging content for blogs, articles, product descriptions, social media, press releases, University website, etc, in sync with DSEU's vision and mission to boost brand awareness. ○ Conduct thorough research and interviews and generate creative copies and ideas to grab the attention of the audience.

		<ul style="list-style-type: none"> ○ Manage multiple projects within design specifications and time constraints, set as per the requirements and urgency of the project. ○ Be well versed in both English and Hindi separately (speaking and writing skills) and be able to translate from one to another and coordinate the translation of content into other widely spoken regional languages. ○ Assisting the Media team (both print and digital) in developing content for advertising campaigns. ○ Proofread, edit and polish existing or developed content for error-free and consistent content to ensure improved readability and understanding. ○ Conducting keyword research and using SEO best practices to increase traffic to the University's website. ○ Will be responsible for regularly producing content for various categories, including social media posts, blogs, press releases, brochures, pamphlets, etc. ○ Develop content and templates for social media queries and responses.
5.	Contract Duration	3 months (probation period) and extendable up to 6 months (based on performance review)

S.No.	Name of the Post	Video Editor
1.	Number of Posts	01
2.	Consolidated remuneration per month (including all allowances)	INR 35,000/-
3.	Educational and other qualifications required	Undergraduate with a minimum of 2 years of demonstrated experience in video editing at a reputed organization.
4.	Roles and Responsibilities	<ul style="list-style-type: none"> ○ Will be responsible for collecting raw footage from the camera person/ other media sources and preparing the final product for sharing and broadcasting. ○ Adding uncut rushes and sound, and synchronizing and storing them into files on the computer

		<ul style="list-style-type: none"> ○ Digitally cutting files to put together the sequence of the film and deciding what's usable ○ Creating a 'rough cut' (or assembly edit) of the program/film and determining the exact cutting for the next and final stages ○ Reordering and fine-tuning the content to ensure the logical sequencing and smooth running of the film/video. ○ Overseeing the quality and progress of audio and video engineering and editing ○ Experimenting with styles and techniques including the design of graphic elements; suggesting or selecting music ○ Will be responsible for producing and hosting ideas, selecting the best ones, and sharing them with the other members of the DSEU. ○ Will also be responsible for collating and editing various audio-visual content for the University.
5.	Contract Duration	3 months (probation period) and extendable up to 6 months (based on performance review)

S.No.	Name of Post	Professional camera-person (Photography and Video Shoots)
1.	Number of Posts	01
2.	Consolidated remuneration per month (including all allowances)	INR 30,000/-
3.	Educational and other qualifications required	Undergraduate in any field with a minimum of 2 years of demonstrated experience in professional photography and video shoots.

4.	Roles and Responsibilities	<ul style="list-style-type: none"> ○ Shoots high-quality digital images and video footage as requested, to meet the University's needs for digital media content, marketing, photo blogs, gallery, web, news coverage, etc. ○ Works with the content writer, website team, and creative design team to bring initiatives and creative items from conception to completion. ○ Continually updates University stock photography files of campus locations, buildings, faculty, staff, and students. ○ Serves as the main person for an online photo database and works with students and employees to ensure correct classifications and image details. ○ In collaboration with the Social Media team, develops a recognizable University optical style to become an element in the University's visual identity. ○ Budgets time and office persons to ensure photographic work is done efficiently and in a way that reflects University priorities. ○ The person will be required to travel across all campuses of the University for various projects.
5.	Contract Duration	3 months (probation period) and extendable up to 6 months (based on performance review)

S.No.	Name of Post	Media and Communication Manager
1.	Number of Posts	01
2.	Consolidated remuneration per month (including all allowances)	INR 60,000/-
3.	Educational and other qualifications required	<p>Postgraduate in Journalism, Mass Communication or any other relevant discipline with a minimum of 2-3 years of experience in managing social/ digital media campaigns, public relations and other media activities for private and government organizations.</p> <p><i>[Desirable: Experience of working with Universities and/ or other educational</i></p>

		<i>institutions on social media/ digital media campaigns shall be given preference]</i>
4.	Roles and Responsibilities	<ul style="list-style-type: none"> ○ The person will be expected to plan social media awareness campaigns around the various schemes and projects that need to be highlighted and communicated to citizens. The person should have a background in planning such campaigns. ○ The person should have the expertise to track all news and information, conversations, social media posts online pertaining to releases issued by the government, and citizens' feedback on issues related to governance. ○ The person will be responsible to develop, implement and manage the communication strategies for the University. ○ The person will be the primary point of contact for all coordination activities between the University and the Communication & Media team. ○ Will also be responsible for maintaining uniformity in messaging and communication of the University across all platforms and will work closely with the Branding and Marketing Executive. ○ Will also be responsible for conducting research to produce media evaluation reports based on how the University's posts on social media platforms are performing on a monthly basis. ○ Will be responsible for submitting a monthly progress report to the University highlighting the work done in the previous month, challenges faced, resolution mechanism developed, new strategy measures, and a detailed work plan for the upcoming month. ○ The person will be responsible to define key performance indicators for each communications channel which will indicate a campaign's level of success ○ Determine strategic communications campaigns that will help further University's goals

		<ul style="list-style-type: none"> ○ The person will write and deliver an internal newsletter/ blog on a monthly basis ○ The person will be expected to proofread and deliver a Press Release for all significant events and achievements. ○ The person will be expected to reach out to influencers, media, and beyond in order to arrange story placement on a national and global level. ○ Excellent organizational and project management skills and ability to meet deadlines.
5.	Contract Duration	3 months (probation period) and extendable up to 6 months (based on performance review)

S.No.	Name of the Post	Branding and Marketing Executive
1.	Number of Posts	01
2.	Consolidated remuneration per month (including all allowances)	INR 45,000/-
3.	Educational and other qualifications required	Undergraduate with a minimum of 2 years of demonstrated experience in branding and marketing. <i>[Desirable: Experience in SEO and SEM]</i>
4.	Roles and Responsibilities	<ul style="list-style-type: none"> ○ The person will be required to closely interact and work with the Marketing & Outreach team as well the Communication and Media team to ensure synergy and uniformity in communication and messaging amongst all platforms of the University. ○ The person will be responsible for developing, proposing, and implementing Brand strategy, including the setting of style guides, brand guidelines, brand vision, and value proposition for the short as well as long term. ○ Creating and managing promotional collateral to establish and maintain product branding. ○ Competitor and customer insights analysis.

		<ul style="list-style-type: none"> ○ Managing the budget for advertising and promotional items. Also presenting ideas for Brand merchandising for use of the University only. ○ The person should have Analytical skills to forecast and identify trends and challenges ○ The person should analyze the University’s present and potential social media presence (existing Social Media handles: Facebook, Twitter, Instagram & Youtube, or any other platform that may become popular in the future). If required, initiation & creation of new social media handles is to be taken up by the person, which also includes existing web online communities pertaining to the University. The person will be responsible for the overall management of Social Media Strategy for the University and create social media programs for effective outreach. ○ The person will be responsible for creating (if required), handling, managing & maintenance all official social media handles of DSEU. ○ Will be responsible to maintain brand integrity across all communication & marketing initiatives and may manage a uniform portfolio of the University across all platforms. ○ This person will be responsible for regular review, media spending analysis, and reporting course corrections measures. ○ The person will also be overseeing and developing marketing campaigns. ○ The person will work closely with in-house or external creative agencies to design marketing materials such as brochures, pamphlets, etc.
5.	Contract Duration	3 months (probation period) and extendable up to 6 months (based on performance review)

General Instructions

1. Applicants should ensure that they fulfill the prescribed eligibility criteria.
2. All qualifications must be from recognized Boards/ Universities/ Institutes. The applicants who have obtained qualifications from any Board/ University/ Institution declared fake or not recognized by respective regulatory bodies shall not be eligible.
3. Concealment of facts or supply of wrong information will result in the cancellation of candidature at any time. In addition, the candidate will face legal action.
4. If a candidate is found ineligible at any stage of selection/ norms, their candidature will be summarily canceled.
5. The prescribed essential qualifications and experience indicated are the bare minimum and mere possession of the same will not entitle any applicant for selection. The applications may be short-listed on the basis as deemed appropriate by the Competent Authority.
6. University reserves the right not to select the post advertised without assigning any reason.
7. The applicants are advised to visit the website of the University periodically for updates including any corrigendum/ addendum to the advertisement.

Please note:

1. The intent of this job description is to provide a representative level of the types of duties and responsibilities that will be required from respective personnel and shall not be construed as a declaration of the total of the specific duties and responsibilities of any particular position. Employees may be directed to perform job-related tasks other than those specifically presented in this description.
2. The candidates will be requested to demonstrate their work through published material in the form of links to online works, portfolios, etc.
3. The candidate(s) shall not be entitled to TA/DA, Transport, and Telephone facilities.
4. The candidate shall possess a laptop with requisite software and packages for the delivery of roles and responsibilities.
5. The duties assigned to the position(s) may be such that they shall be called upon to come to/stay in office before/beyond normal working hours and on Sundays/Holidays, whenever required in the exigencies of work, for which no additional remuneration shall be admissible.