



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
Sector 9, Dwarka, New Delhi – 110077

03.10.2022

| Position Title | Number of Positions |
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| Team Leader- Media & Communication | 01 |
| Video Editor | 01 |
| Professional Camera Person | 01 |
| Link to apply | https://forms.gle/EHP9bukiV35P8Nu79 |

Please Note:

- Media team will be expected to carry their own laptops.
- Media team will be expected to have the requisite professional software and tools of their own.
- Working days for the media team shall be Monday to Saturday (9:30 AM to 6:30 PM). However, you may be required to work part-time on weekends, *if required*.
- DSEU reserves the right to forfeit a candidate's employment on receipt of non-compliance with the University's rules and regulations.
- Media team will be required to work from the office.
- The online application form is open for 7 days. Starting from 04.10.2022 to 12.10.2022 (till 11:59 PM IST).
- 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.
- The candidates will be requested to demonstrate their work through published material in the form of links to online works, portfolios, etc.
- The candidate(s) shall not be entitled to TA/DA, Transport, and Telephone facilities.
- The duties assigned to the position(s) may be such that they shall be called upon to come to/stay in office beyond usual working hours and on Sundays/Holidays, whenever required in the exigencies of work, for which no additional remuneration shall be admissible.

Team Leader- Media & Communication

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| Name of Position | Team Leader - Media & Communication |
| Number of Positions | 1 (One) |
| Method or Recruitment | Contract based through open market |
| Age limit | Candidate should be below 40 years of age as on the date of advertisement |
| Period of contract | Six months (Extendable upto another 6 months based on performance review) |
| Remuneration (per month) | Rs. 60,000 (Consolidated, per month) |
| Education qualification | <p><u>Essential</u></p> <ul style="list-style-type: none"> - Bachelors or equivalent qualification in any field with minimum 55% marks from a recognized Institute or University. - Working knowledge of SEO, SEM, SMM, Content Marketing, Analytics, Paid Social Media Marketing, Google Ads, etc. |
| Experience | 2+ years of full-time experience in the Digital Media and Marketing |
| Roles and Responsibilities | <ul style="list-style-type: none"> - Plan & implement innovative and engaging media campaigns - Benchmark the organization's social media initiatives and plan with other leading organizations and implement best industry practices - Collaborate with other teams such as academic, partnerships, Infrastructure, admissions & outreach teams to design promotional content. - Write, edit and review all media content and press releases - Create and submit monthly social media reports and analytics - The Social Media team leader shall be responsible for ensuring that the University and its activities, and achievements are communicated appropriately to both the internal and external public |

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| | <ul style="list-style-type: none">- Perform research on current benchmark trends and audience preferences- Analyze digital data to draw key recommendations around website optimization- Conduct social media audits to ensure best practices are being used- Maintain digital dashboard of several different accounts- Coordinate with media team to create marketing campaigns- Prepare emails to send out to customers- Monitor key online marketing metrics to track success- Ensure that the brand message is consistent- Communicate with followers, respond to queries in a timely manner and monitor customer reviews- Curate and write content for social media posts, newsletter, blog and all other digital platforms- Team leader will also be responsible for coordinating and writing Press Releases (PRs) for various events and occasions of DSEU |
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| Name of the Post | Media Producer |
| Number of Posts | 01 |
| Consolidated remuneration per month (including all allowances) | INR 40,000/- |
| Education qualification | <ul style="list-style-type: none"> - Bachelors in Mass Communication/ Journalism/ Media Studies/ Public Relations or other relevant fields. |
| Experience | <ul style="list-style-type: none"> - A minimum of 2 years of demonstrated experience in producing and editing videos at a reputed organization/ institution. - Working knowledge of Adobe After Effects, Premiere Pro/ Final Cut Pro and other video editing softwares is a must have. |
| 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 - 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. |

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| | <ul style="list-style-type: none">- Will also be responsible for collating and editing various audio-visual content for the University. |
| Contract Duration | 6 months (Extendable upto another 6 months based on performance review) |

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| Name of Post | Professional camera-person (Photography and Video Shoots) |
| Number of Posts | 01 |
| Consolidated remuneration per month (including all allowances) | INR 35,000/- <i>TA as per norms will be provided for all official visits</i> |
| Education qualification | <ul style="list-style-type: none"> - Bachelors in Mass Communication/ Journalism/ Media Studies/ Public Relations or other relevant fields. |
| Experience | <ul style="list-style-type: none"> - A minimum of 2 years of demonstrated experience in professional photoshoots and videography at a reputed organization/ institution. |
| 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. |
| Contract Duration | 6 months (Extendable upto another 6 months based on performance review) |