



## TERMS OF REFERENCE

### (FOR THE POST OF Behavior Change Communication (BCC) Specialist)

DDUGKY Division at NIRDPR calls for application for strengthening the IEC Division in the ministry to enhance the reach and impact of programmes of Ministry of Rural Development.

The Consultant shall provide support for the technical works related to IEC for the Ministry, as also interfacing between the program divisions in the ministry and the multimedia creative, media planning & buying agencies and Impact Assessment Agencies of the Ministry.

The terms of reference are as follows:

The incumbent shall have 8-9 years of advertising, brand communication and BCC experience of working in India's top creative agencies, development sector as well as handling Central Government portfolios which includes executing hi-decibel media campaigns and innovative communication solutions for behavior change.

The BCC Specialist shall be the one point of contact for all MoRD PDs to understand their communication requirements, target audience, required communication output etc. and suggest interventions utilizing IEC funds to have maximum impact.

## **Job Description:**

- i) Develop a master MoRD IEC Annual Action Plan by hand-holding all PDs to formulate their IEC Annual Action Plan for the entire year and supervise them to ensure the plan is adhered to
- ii) Support and guide PDs in formulating communication interventions with a behavior change focus, helping them in TG selection, identifying right media vehicles to deploy the said interventions
- iii) Offering guidance to PDs in developing insightful and customized communication solutions as well as supervising that the communication strategy is followed before being developed by communication agency
- iv) Liaison with DAVP/NFDC to brief on the media addressable population and then finalizing the media plan for various media vehicles post vetting the proposed plan
- v) Oversee communication agency selection as needed by different PDs and guide them basis setting the right agency qualification criteria as per the intervention needed
- vi) Evaluate all PD campaigns through an impact analysis on collaboration with research agencies that may be identified and selected as needed
- vii) Overall, ensure that all PDs plan and execute enough communication to give their schemes as well as MoRD high visibility and recall amongst the right target audiences

## **Educational Qualification:**

Must be a postgraduate degree/ diploma holder in Management/ Communications

## **Experience:**

- i) Essential: 8-9 years of work experience in leading network agencies, with exposure to wide range of product and service categories
- ii) Desirable: Development sector experience, especially with focus on rural programmes and end users will be a definite advantage

**Age Limit:**

- i. Maximum age 45 years
- ii. Age relaxation will be applicable to the candidates belonging to ST/SC/OBC as per GOI rules

**Remuneration: 175,000 INR****Location: New Delhi****Attributes:**

- i. Must be articulate and analytical, with high social skills and ability to empathise with diverse sets of people
- ii. Must be comfortable coordinating with pan-India teams and should be able to highlight past experiences showcasing multi-state coordination
- iii. Proven track record of handling multi media campaigns at a national level
- iv. Well versed with handling different, vendor types relevant to communication development
- v. Past experience showcasing strategic thinking and its implementation leading to creation of some communication work product
- vi. Must be fluent in English, Hindi and at least 1 regional language
- vii. The job may involve extensive travel to rural areas

**Other Conditions:**

- i. The offered assignment is purely on contractual basis and does not envisage any kind of regular appointment in NIRD&PR in future
- ii. The tenure of contract will be for a period not exceeding 12 months on such terms and conditions governing the rules of NIRDPR from time to time
- iii. The Institute has a right to shortlist the candidates as may be necessary.
- iv. Canvassing in any form will be treated as disqualification.
- v. No correspondence or telephonic enquiry will be entertained as regards short-listing, calling for interview, selection or engagement.
- vi. Experience and qualification will be reckoned as on the last date of submission of application.
- vii. The prescribed qualifications and experience are minimum and the mere fact that a candidate possess the same will not entitle him/ her for being called for interview.
- viii. In case of any inadvertence in the process of selection which may be detected at any stage even after the issue of engagement letter, the Institute reserves the right to modify/ withdraw/ cancel any communication made to the candidates.
- ix. In case of any dispute/ ambiguity that may occur in the process of selection, the decision of the Institute shall be final.
- x. Last date for receipt of online applications : 25.05.2022
- xi. The candidates should apply through online registration available on the website.
- xii. The shortlisted candidates will be informed about the date, time and venue of the interview.
- xiii. Retired Government persons who apply will be governed as per provisions of Ministry of Finance OM No.3-25/2020-E.IIIA dated 09.12.2020.
- xiv. No TA/DA will be paid to any candidate.
- xv. Candidates may regularly visit the website for further information/updates, if any.



## TERMS OF REFERENCE (FOR THE POST OF GRAPHIC DESIGNER)

DDUGKY Division at NIRDPR calls for application for strengthening the IEC Division in the ministry to enhance the reach and impact of programmes of Ministry of Rural Development.

The Consultant shall provide graphic designing and video editing support for all branding related requirements of the Ministry.

The terms of reference are as follows:

### Essential Qualification:

- i. The incumbent should be Graduate/Post-Graduate with a Diploma/Degree in Graphic Designing or Visual Arts.
- ii. The candidate should have high level of creativity and a solid command over Adobe Creative Cloud (like Photoshop, InDesign, Illustrator etc.)
- iii. Proficiency in Adobe Premiere Pro and Adobe After Effects, FCPX and other video editing tools with experience in video colour correction, background footage, logos/graphics and suitable background music.

### Experience:

- i. Essential: The incumbent shall have minimum 8 years of experience as a graphic designer or visualizer in creative/advertising agencies, with hands-on experience on both mainline (Print, outdoor etc.) and digital.
- ii. Desirable: 3-4 years of experience of working in development sector or on Government schemes.

- iii. The candidate should have a strong portfolio of graphic design including illustrations and must be conversant with working on social media platforms with an ability to design and layout communication materials for print and electronic publications.
- iv. Proven experience in creating short videos and creatives around how to effectively use the video features of Facebook, Twitter, Instagram, Youtube and other social networks.

**Age Limit:**

- i. Maximum age 45 years
- ii. Age relaxation will be applicable to the candidates belonging to ST/SC/OBC as per GOI rules

**Job Description:**

- i. Develop campaign creatives, booklets/books, Annual Reports, publications, infographics, logos, illustrations, animations, presentations etc. for the Ministry.
- ii. Ensure final creatives are visually appealing and in line with the Ministry's expectations/ standards.
- iii. Good multi-tasker with an ability to manage tight deadlines without compromising on quality.
- iv. Brainstorming with content manager and designing campaign/creatives for multi-media, social media and Ministry's website.
- v. Edit videos and adapt them to the required formats for distribution on various channels, add subtitles in Hindi/English, insert additional frames, colour filters, logos and special effects as per the requirements.
- vi. Proficient in photography to carry out small scale shoots for projects with tight deadlines.
- vii. Collaborating with event agencies to guide or design event collaterals post understanding the event requirements.
- viii. Providing designing guidance to the technical team for developing UI for various IT applications for the schemes in the form of mock-ups.
- ix. Providing innovative and eye-catching creative solutions to Programme Divisions for showcasing their programme during various events as well as during media campaigns.

**Remuneration:** Rs. 80,000 – Rs. 95,000 per month.

**Location:** New Delhi

**Other Conditions:**

- i. The offered assignment is purely on contractual basis and does not envisage any kind of regular appointment in NIRD&PR in future
- ii. The tenure of contract will be for a period not exceeding 12 months on such terms and conditions governing the rules of NIRDPR from time to time
- iii. The Institute has a right to shortlist the candidates as may be necessary.
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