



## KARMAYOGI BHARAT

[A Government Company registered u/s. 8 of the Companies Act, 2013 under administrative control of Department of Personnel & Training, Govt of India] {CIN - U80301DL2022NPL393046}

202, 2<sup>nd</sup>Floor, C-Wing, NDCC-II Building, Jai Singh Road, Opposite JantarMantar, New Delhi-110001

### ADVERTISEMENT FOR LEAD ANALYTICS UNDER KARMAYOGI BHARAT

Karmayogi Bharat is a Special Purpose Vehicle (SPV) set-up under Section 8 of the Companies Act, 2013 by Department of Personnel and Training as a 100% Government owned not-for-profit Company under National Programme for Civil Services Capacity Building (NPCSCB) – “Mission Karmayogi”.

The Company will be responsible for owning, managing, maintaining and improving the digital assets, i.e., iGOT-Karmayogi (Integrated Government Online Training) the digital/e-learning platform, including the IPR of all software, content, process etc. on behalf of Government with an annual subscription-based revenue model. iGOT Karmayogi is a comprehensive online platform that has resources for online, face-to-face and blended learning. The platform will be a one stop shop for all capacity development needs of the India’s civil services, providing them with resources for continuous-anytime-anyplace learning, a guided path for life-long learning with access to a vast repository of learning content, and insights on individual learning needs and outcomes.

The SPV will have the responsibility to create and operationalize the content marketplace and continuously evaluate its utilization and ensure that the appropriate changes are communicated to the right stakeholder. The SPV is a key pillar of the institutional framework of the Mission Karmayogi Programme which aims to create a competent civil service rooted in Indian ethos, with a shared understanding of India’s priorities, working in harmonization for effective and efficient public service delivery.

Envisioned as one of the largest capacity building initiatives in Government organizations anywhere in the world, Mission Karmayogi will initially cover about 33 lakh government officials at the Centre and will eventually aim to transform approximately 2 crore government officials across the Centre, the States and the local bodies.

- It will enable officials to pursue anytime-anyplace-any-device learning at their own convenience, using self-directed or guided learning paths, enabling continuous learning for all.
- It will provide officials with access to instant guidance at the point of need, through job specific learning resources and collaboration with officials who “have done it before”.
- It will empower an official with tools to take charge of one’s own professional journey, making officials accountable for their own career trajectory.

SPV Karmayogi Bharat invites applications from eligible candidates for recruitment to the following position(s) on contractual basis:

Sl. No.	Name of Post	Total Post
1.	Lead Analytics	1

The remuneration would be based on qualifications and experience of the selected candidate and be fixed as per industry norms. The job descriptions of the post have been attached as **Annexure A**.

For further details, please visit Karmayogi Bharat’s website <https://karmayogibharat.gov.in>. Eligible applicants can apply by submitting their applications by email at [careers.karmayogi@gov.in](mailto:careers.karmayogi@gov.in), including Application form, CV and other documents of qualification, experience, age proof etc. by 9<sup>th</sup> June 2023. Incomplete and date bar applications will not be considered. Only short-listed candidates will be invited for the interview/selection process.



**8. Employment History in chronological order**  
**(Attach separate sheet in following format, if necessary)**

Name and Address of employer/Organization	Period of service	Designation of the Post held	Remuneration	Detailed description of work	Reason of leaving each post
	From To				

**9. Professional Trainings/Certifications**

Organization	Details of Training/Certification	Period	
		From	To

**Declaration:** I hereby solemnly declare that all the above-mentioned statements are true and correct to the best of my knowledge and belief. Nothing is false or has been concealed/ distorted. If at any time I am found to have concealed / distorted any material/ information, my appointment shall be liable to termination without notice.

Place: \_\_\_\_\_  
 Date: \_\_\_\_\_

Signature of Applicant: \_\_\_\_\_  
 Name of the Applicant: \_\_\_\_\_

<b>JOB PROFILE</b>	
<b>DESIGNATION</b>	Lead Analytics
<b>JOB LOCATION</b>	New Delhi
<b>DIVISION / DEPARTMENT</b>	iGOT Karmayogi SPV
<b>JOB SPECIFICATION</b>	
<b>JOB PURPOSE</b>	Perform in-depth analysis by collecting and analyzing data from website traffic, page views, and site visit durations using Google Data Studio. Maintain & modify existing designs and/or complex systems and develop integrated subsystems. Translate & communicate insights and provide marketing solutions to leadership.
<b>ROLE AND RESPONSIBILITY</b>	<ul style="list-style-type: none"> <li>• Interpret data, analyze results, and provide ongoing reports by verifying data from the various sources (including tools like Google Analytics, GTM, Big Query, Data Studio etc.)</li> <li>• Identify, analyze, and interpret trends or patterns in complex data sets by doing querying or programming using Big Query/ SQL</li> <li>• Provides information to management by assembling and summarizing data; preparing reports; making presentations of findings, analyses, and recommendations.</li> <li>• Experience in data processing, data ingestion, ETL (Extract Transform Load), Data Enrichment, statistical analysis, Business Intelligence</li> <li>• Create actionable plans to both grow and maintain followers through popular social media platforms such as Twitter, Facebook, Instagram, YouTube, and LinkedIn</li> <li>• Ensure progress on all platforms by using analytical tools such as Google Analytics and others</li> <li>• Develop custom automated social media reports for various business units as needed</li> <li>• Experience in working on the share of voice analysis, sentiment analysis, social media monitoring, social listening tools such as Talk walker, Meltwater etc</li> <li>• Sound knowledge of digital marketing tactics, campaign performance analysis, data analytics and insight generation</li> <li>• Hands on experience of running field force data and multi-channel driven analytics</li> </ul>

## JOB QUALIFICATION & REQUIREMENTS

<b>EXPERIENCE REQUIREMENTS</b>	<ul style="list-style-type: none"><li>• 8 years of hands-on experience in analyzing data from multiple channels, such as online, offline and government websites/technology and apps.</li><li>• Experience in social media listening and reporting.</li><li>• Must have a proven experience in connecting insights from multiple data sources within social media, data analytics and secondary research</li><li>• Must have excellent written and verbal communication skills</li></ul>
<b>EDUCATION REQUIREMENTS</b>	<ul style="list-style-type: none"><li>• A Bachelor's degree in Computer Science Engineering or Information Technology is a must.</li><li>• A Master's degree in Computer Science will be preferred.</li><li>• Good academic record from a recognized university/institution</li></ul>
<b>REQUIRED SKILLS/COMPETENCIES</b>	Google Analytics   GTM   Big Query   Data Studio   Power Bi / Tableau   Talkwalker / Meltwater   AWS  R   Python.

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