



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, 2ndFloor, C-Wing, NDCC-II Building, Jai Singh Road, Opposite JantarMantar, New Delhi-110001

ADVERTISEMENT FOR HIRING OF CONTENT WRITER IN KARMAYOGI BHARAT, NEW DELHI

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 Company under National Programme for Civil Services Capacity Building (NPCSCB) — Mission Karmayogi. iGOT Karmayogi is a platform for anytime, anywhere, any-device learning of civil service officials to enhance their overall competency. Karmayogi Bharat (SPV) has been incorporated under Section 8 of the Companies Act, 2013 as a 100% Government owned not for profit Company. The organization is responsible to operate the iGOT Karmayogi platform and any other digital assets pertaining to the Programme. Further details can be found at <https://karmayogibharat.gov.in/>.

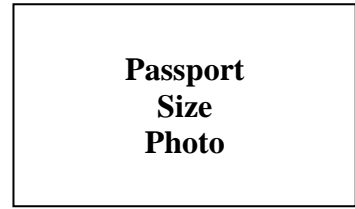
Karmayogi Bharat is looking for Content writer who can manage and oversee the creation and publishing of relevant and appealing content in a timely manner. Content writer should be able to proofread and edit the content to produce quality social media posts as per the requirement.

You will be under probation for the first 3 months from the date of joining. It is not mandatory for Karmayogi Bharat to absorb you or offer you a regular contract after the completion of the probation period. The period of probation can be reduced or increased by Karmayogi Bharat and shall be solely based upon your performance. After successful completion of initial contract period, regular contract will be given.

For further details, please visit Karmayogi Bharat's website <https://karmayogibharat.gov.in>. Eligible applicants can apply by submitting their applications to the given address or to our email careers.karmayogi@gov.in, including CV and other documents of qualification, experience, age proof etc. by 22nd December 2022. Incomplete and date bar applications will not be considered. Only short-listed candidates will be invited for the interview/selection process. The job descriptions of the post have been attached as **Annexure A**.

Application Form

To
The Chief Executive Officer (CEO)
Karmayogi Bharat
2nd Floor, NDCC-II Building
Jai Singh Road, Opposite Jantar Mantar
New Delhi – 110 001



Subject: Regarding appointment of _____ Post
Reference: Dated _____ advertisement in this website of _____

Respected Sir/Ma'am,

As per the contextual advertisement, I declare that I hold the necessary academic qualifications for the Post of _____ and I submit the details as follows:

1. Full Name: _____
2. Full Address (pin code): _____
3. Mobile No. _____
4. Date of Birth: _____ (DD/MM/YY)
5. Gender: Male / Female
6. E-mail Address: _____
7. Details of the Educational Qualification held by the Applicant

S.No.	Educational Qualification	Passing Year	Marks	Percentage

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: _____

JOB PROFILE			
DESIGNATION	Content Writer		
JOB LOCATION	New Delhi	NUMBER OF POST(S)	One (1)
DIVISION / DEPARTMENT	iGot Karmayogi	REMUNERATION	Based on experience and profile
JOB SPECIFICATION			
JOB PURPOSE	To create relevant content for websites, social media platforms, blogs and articles.		
ROLE AND RESPONSIBILITY	<ul style="list-style-type: none"> • The Content writer would generate, edit, publish, and share engaging content on the social media platforms on daily basis (e.g., text, infographics, videos, and news feeds etc.) • Design and implement social media strategy to align with Karmayogi Bharat's goals, objectives and amplify the social media posts based on target audience. • Communicate with followers, respond to the queries in a timely manner and monitor the comments/ feedbacks/ reviews etc. on the social media platforms. • Suggest and implement new ideas to disseminate information related to Government schemes through promotions, competitions, and campaigns. • Stay up to date with current technologies and trends in social media, design tools and applications. • Should be able to proofread and edit the contents to produce quality contents/social media posts as per the requirement. • Should be able to monitor the social media handles, track, and report insights (traffic, engagement, shares, conversion rates, etc.) to Karmayogi Bharat. • Work with content team to ensure that the social media post conveys the source language meaning accurately and if needed, edit, rewrite and restructure the content. 		
JOB QUALIFICATION & REQUIREMENTS			
EXPERIENCE REQUIREMENTS	<ul style="list-style-type: none"> • Minimum 3 Years of experience in Governmental Organizations/ International development agencies/ Private organizations. However, experience can be relaxed for suitable candidates. • Experience in content writing/editing in regional languages. • Excellent writing and editing skills. 		

EDUCATION REQUIREMENTS	<ul style="list-style-type: none">• Bachelor's degree/Diploma in communications, marketing, English or Hindi Journalism.
REQUIRED SKILLS/COMPETENCIES	Creative writing skills proof reading Social media handling Analytical thinking
