



National Productivity Council

(under DPIIT, Ministry of Commerce & Industry, Government of India)

5-6 Institutional Area, Lodhi Road, New Delhi-110003 Advertisement

No. NPC/IT/01/Sept/2025

Dated 01-10-2025

Engagement of Social Media Executives (Young Professionals) on Contract in

National Productivity Council (NPC)

Advertisement No. NPC/Admin/97/October /2025

Required Areas of Specializations:- Digital Marketing, Content Creation for Social Media Platforms, Graphic Designing (2D & 3D), Video Creation and Editing

Advertisement

National Productivity Council of India (NPC), established in the year 1958, is an autonomous organization under Department for Promotion of Industry & Internal Trade, Ministry of Commerce and Industry, Government of India. Besides undertaking research in the areas of productivity, NPC has been providing consultancy and training services in areas of Industrial Engineering, Agri-Business, Economic Services, Quality Management, Human Resources Management, Information Technology, Technology Management, Energy Management, Environmental Management etc., to the Government and Public & Private sector organizations. NPC is a constituent of the Tokyo-based Asian Productivity Organization (APO), an Inter-Governmental Body of which the Government of India is a founding member.

Applications are invited from the eligible Indian citizens for engaging as Social Media Executives (Young Professionals) in National Productivity Council (NPC), Head Quarter, New Delhi on contract basis. The details regarding the period of engagement, educational qualifications, experience, age, nature of duties, etc. in respect of the posts are as under:

| Post Code | Post Name | Eligibility Criteria | Work Experience | Others |
|-----------|--|--|---|---|
| SME-01 | Social Media Executive(Young Professional) | <p>Bachelor in Mass Communication and/or Journalism and/or Marketing AND Certificate in Digital Marketing</p> <p>Age:Notmorethan35 years</p> | <p>Experience in Digital Marketing, Creative Writing and Social Media Content Creation in Central Government/State Government /Reputed Private Organizations</p> <p>PeriodofExperience:Morethan3 years</p> <p>Expertise/Skills Required: Computer skills required for Digital Marketing ,strong understanding of social media platform sand social media digital marketing, excellent written and verbal communication skills, strong understanding of social media analytic stools, etc.</p> | <p>Type of Engagement: Pure Contract basis</p> <p>Place of Deployment: IT Group NPC, New Delhi</p> <p>Number of people required:2(Two)</p> <p>Contract Period: One year</p> <p>Remuneration: Rs.50,000/-Per Month consolidated</p> |

Work Responsibilities of Senior Social Media Executive(Post Code:SME-01)

The Social Media Executives will manage all social media handles of National Productivity Council

1. They would generate, edit, publish, and share engaging content on social media platforms on daily basis (e.g., text, infographics, videos, and news feeds etc.)
2. They would design and implement social media strategy to align with Organization's goals, objectives and amplify the social media posts based on target audience
3. They should have advanced knowledge of Graphic Designing Softwares/Tools like Canva, Adobe Photoshop, Adobe Premiere Pro, etc.
4. They should have advanced knowledge of Video/Reel Creation and Video/Reel Editing Software /Tools like Adobe Premiere Pro, etc.
5. They should be able to proofread and edit the contents to produce quality graphics/videos/reels contents for social media posts as per the requirements of the Organization
6. They should stay up to date with current technologies and trends in social media, design tools and applications
7. They would be responsible for creating contents and reels in front of the camera that can be uploaded to social media handles.
8. Creating videos and handling voice overs related to videos/reels
9. Handling all phases of video production, including concept development, storyboarding, filming, editing, color correction, sound design, and applying visual effects, etc
10. They should be able to monitor the social media handles, track, and report insights (traffic, engagement, shares, conversion rates, etc.) to the Organization
11. Promotion of social media accounts of NPC like increasing the followers on Twitter/X accounts, Facebook page, YouTube channels, etc.
12. With the constant need of social media 24X7, SME used to work and update social media platforms 24*7, if required.
13. Any other responsibilities for this role assigned as assigned.
14. Ability to work independently and meet deadlines.

Skills Required

1. Content Creation: Write, edit, and publish engaging posts for platforms such as Instagram, Facebook, Twitter, and LinkedIn.
2. Content Planning: Assist in developing content calendars to ensure consistent and timely posting.
3. Audience Engagement: Monitor and respond to comments, messages, and interactions on social media platforms.
4. Trend Analysis: Stay updated on industry trends and competitor activities to inform content strategies.
5. Writing Skills: Strong command of the English language with excellent writing, editing, and proofreading abilities.
6. Social Media Proficiency: Familiarity with major social media platforms and their best practices.
7. Creativity: Ability to generate innovative ideas and adapt content to different audiences.
8. Time Management: Strong organizational skills with the ability to manage multiple tasks and meet deadlines.
9. Hands-on experience in digital marketing and content creation.

Terms & Conditions:

The engagement shall be purely on a contract basis and will not confer any right for regular appointment in NPC or in its associated organizations. The contractual person shall not be entitled to any benefits / compensation/ absorption /regularization of service in the National Productivity Council. The contractual person shall not claim any benefit/compensation/absorption/ regularization of service with NPC under the provision of Industrial Disputes Act, 1947 or Contract Labour (Regulation and Abolition) Act, 1970.

Working Hours, Travelling and Daily Allowance Leave etc.

The contractual person shall be governed as per applicable provisions of NPC for these posts

General Conditions

- In case the performance of the contractual person is not satisfactory, or she/he fails to perform/carry out the functions entrusted or otherwise, or she/he is found

in-disciplined or wanting, NPC may terminate the contract at any time without giving any notice and also without assigning any reason thereof.

- The contractual person shall be required to produce original documents and certificates in support of her/his age, qualification and experience at the time of joining failing which her/his offer of engagement shall stand withdrawn.
- Only shortlisted candidates will be called for interview/personal discussion.
- NPC reserves the right to cancel or withdraw this advertisement at any time without assigning any reason whatsoever.

Application can be submitted by sending application as per Annex-AF along with self- attested copy of all requisite documents and latest photo via email to **npc036902@gmail.com** on or before **22/10/2025 by 3:00 pm**. from the date of advertisement.

In the subject of the email, code number of the post applied for should invariably be mentioned (SME-01 or SME-02). Incomplete applications as well as applications without self-attested copies of documents will be rejected.

Annex-AF**Application for engagement as contractual person in NPC**

| | |
|---|---|
| Name | |
| Mother's/Father's/Husband's Name | |
| Date of Birth (Self-attested copy of proof of date of birth to be enclosed) | |
| Address for Correspondence | |
| Permanent Address | |
| AADHAR No. (Self-attested copy to be enclosed) | |
| Contact No./Nos. | |
| Email ID | |
| Post applied for | |
| Educational/Technical Qualification (s) (Documents should be self-attested as true copy) | |
| Details of experience to be attached in proforma as "APPENDIX" | Duly filled proforma "APPENDIX" is attached. |
| Date of retirement and name of the office where the officer was last working. Enclose the copy of PPO. (In case of retired person) | |
| Any other relevant information (use a separate sheet, if necessary) | |

The information furnished above is true to the best of my knowledge and belief. I have carefully read the terms and conditions mentioned in the advertisement done by NPC and they are acceptable by me. I certify that no disciplinary proceedings are pending against me, as on date. I also state that I have disclosed all material facts.

Signature of the Applicant

Date:

| Period (Starting from the last) | Name of Office/Organization | Post, Remuneration or Pay Band with Grade Pay, if applicable | Description of duties performed |
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