



भारतीय अन्तर्देशीय जलमार्ग प्राधिकरण
INLAND WATERWAYS AUTHORITY OF INDIA
(Ministry of Ports, Shipping & Waterways, Govt. of India)
A-13, Sector -1, Noida – 201301 (U.P.)
Phone: 0120 – 2474050 & 2544036

Brief Employment Notice No. IWAI/Cargo/463/224 P1 Dated 20.05.2024

Engagement of positions of Sr. Consultant (Communications), Executive (Graphics) and Executive (Content & Social Media) for Head Office Noida purely on contractual basis, for a period of one year, likely to be extended for further 02 years.

The Inland Waterways Authority of India is an Autonomous Body constituted by the Act of Parliament, Inland Waterways Authority of India Act, 1985 (82 of 1985) under Ministry of Ports, Shipping and Waterways. Government of India, for regulation, development & maintenance of National Waterways.

It is proposed to engage positions of **Sr. Consultant (Communications), Executive (Graphics) and Executive (Content & Social Media)** purely on Contractual basis, (initially for the period of one year, likely to be extended for further 02 years) and invite application from interested and eligible candidates. The maximum age limit, as on the closing date of receipt of application is 63 years. The last date for receipt of application is 30 days from the date of advertisement i.e. **19.06.2024**. Eligible candidates may apply with application in prescribed proforma, to be addressed to the Assistant Secretary (A&E), IWAI, Noida.

For further details as regards eligibility, ToR etc. please visit IWAI Website **www.iwai.nic.in**.

Sd/-
SECRETARY



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2. For the effective management of communication activities and outreach plans of the Authority and improvement of IWAI's social media presence and streamlining all media activities related to the Authority., it is proposed to engage **Sr. Consultant (Communications), Executive (Graphics) and Executive (Content & Social Media)** purely on Contractual basis for the period of one year for Head Office, Noida, and invite application from interested and eligible candidates, as per eligibility criteria & ToR details mentioned below:

Positions Name	Requisite Eligibility Criteria and Experience, Responsibilities and Remuneration.
Sr. Consultant (Communications)– 01 Position	<p><u>Essential Qualification:</u></p> <ul style="list-style-type: none">• Graduate in Mass Communication/Journalism/ Arts/Commerce/Science• A Post Graduate Degree/Diploma in Mass Communication/ Journalism from a recognized University or Institute. <p><u>Work Experience :</u></p> <ul style="list-style-type: none">• At least fifteen years' of experience in Journalism/Public Relations in a reputed media house/TV Channel/Newspaper group/PR Agency.• Familiarity with issues like infrastructure, transport, land acquisition process and related subjects.• Familiarity with local socio-economic and political environment.• Proficiency in use of computers and MS Office.• Expertise in management of social media including X, Facebook, Instagram, LinkedIn, YouTube and other forums.

- Excellent writing and communication skills (in English and Hindi)

Age :

Minimum age criteria for the role of a Senior Consultant is 35 years and maximum age limit while inviting applications is capped at 63 years. However, in exceptional cases of highly specialized requirements, age beyond 65 years can be relaxed for not more than one year (upto a max of 2 years) only with the approval of the Chairman, IWAI.

Remuneration :

- a. For Central / State Government / Retired PSU employees / retired IIT employees – Last pay drawn minus Pension plus entitled allowance and Retired PSU employees where no pension, 50 % of last pay drawn.
- b. Fixed salary (for Non-Government/Private/Consultancy Firms / Multinational organisations) – INR ₹ 1,25,000-1,50,000 p.m.

Allowance: ₹ 3,600/- p.m as fixed transport allowance

Job Description :

This assignment may involve traveling to project corridors, affected villages, block/ district headquarters. Sr. Consultant (Communications) will liaise with local media for regular coverage on Jal Marg Vikas Project and other projects of IWAI, conduct consultations, organise workshop/sessions with stakeholders and assist the management on a regular basis. The Senior Consultant would be responsible for, but not limited to, the following activities:

- Formulation of Communication Policy Manual/Standard Operating Procedure for the PMU.
- Advise PMU on social media, electronic and print media issues pertaining to IWAI projects.
- Prepare strategies for inland water transport promotional campaigns on National Waterways, IWT projects, cargo and cruise movement and related matters.
- Arrange press meeting and media briefing in relation to the Inland Waterways and prepare press notes/briefs/communiques and related activities.
- Dissemination of information regarding various initiatives and works of the Authority on the IWAI's website and among print and electronic media.
- Preparation of strategies for prevention and countering adverse publicity on waterways, if any.
- Organizing workshops, seminars and conferences pertaining to Inland Waterways activities.
- Supervise management of social media, content of website and related tasks.
- Liaise with Press Information Bureau, Directorate of Audio and Visual Publicity, Ministry of Information

	<p>and Broadcasting and reputed magazines and newspapers etc.</p> <ul style="list-style-type: none"> • Manage a team of executives to improve media outreach activities. • Any other duties as may be assigned to her/him for the efficient and smooth execution of projects by IWAI.
<p>Executive (Graphics) – 01 Position</p>	<p>Essential Qualification:-</p> <ul style="list-style-type: none"> • Applicant should hold Bachelors' degree/diploma in Graphic Designing of Visual Arts. • The candidate should have high level of creativity and a good command over Adobe Creative Cloud (like Photoshop, InDesign, Illustrator etc.) and CorelDRAW. • The candidate should have proficiency in video editing tools. <p><u>Work Experience :</u></p> <p>At least two years of experience in reputed reative agencies/reputed media house/publishing house/digital platform.</p> <p>Desirable: Experience of working in Central Government Ministrie s.</p> <p>Age : Minimum age criteria is 22 years and maximum age limit is 63 years.</p> <p><u>Remuneration :</u></p> <ul style="list-style-type: none"> • For Central/State Government/Retired PSU employees/retired IITians) – Last pay drawn minus Pension plus entitled allowance and Retired PSU employees where no pension, 50 % of last pay drawn or • For Non-government / private/consultant firm/multinational organisations- Rs 50,000/- - Rs.65,000/-pm. <p><u>Allowance:</u> ₹ 1,800/- p.m as fixed transport allowance</p> <p>Duties and Responsibilities:-</p> <p>This assignment may involve frequent travel to project corridors, affected villages, block/ district headquarters etc. The Executive (Graphics) will liaise with local media in sync with the media team for various outreach activities.</p> <ul style="list-style-type: none"> • The candidate should be able to create/develop visual text and imagery using computer software, to communicate ideas that inspire, inform and captivate the audience. • Designing of creative and their content for online campaigns/social media, print ads, reports, brochures, newsletters, info-graphics, flyers and videos. • Edit videos as directed, add subtitles in Hindi/English, insert additional frames, color filters, logos and special effects as per requirement. • The candidate should be able to do multi-tasking with an ability to manage tight deadlines without compromising on quality.

	<ul style="list-style-type: none"> • Any other designing of material, as per the advice of the competent authority. • Coordinating with advertisement/event agencies to guide or design event collaterals post understanding the event requirement • Providing designing guidance to the public relations/advertising agencies for developing various designing collaterals, advertisement. • Proficiency in Hindi and English languages. Good communication skills.
<p>Executive (Content & Social Media) – 01 Position</p>	<p>Essential: Bachelors' Degree/Post Graduate in English Literature, Journalism, Mass Communication, or any associated field.</p> <p><u>Work Experience :</u></p> <ul style="list-style-type: none"> • At least two years of experience of writing content in a reputed print/electronic media house or website. • Experience in managing social media, making posts, creating hashtags and maintain analytics. <p><u>Age :</u> Minimum age criteria is 22 years and maximum age limit is 63 years.</p> <p><u>Remuneration :</u></p> <p>a. For Central/State Government/Retired PSU employees/retired IITians) – Last pay drawn minus Pension plus entitled allowance and Retired PSU employees where no pension, 50 % of last pay drawn</p> <p style="text-align: center;">or</p> <p>b. For Non-government / private/consultant firm/multinational organizations- Rs 50,000/- to 65,000/- p.m.</p> <p><u>Allowance:</u> ₹ 1,800/- p.m as fixed transport allowance</p> <p><u>Job Description :</u></p> <p>This assignment may involve frequent travel to project corridors, affected villages, block/ district headquarters etc. The Executive (Content) will liaise with local media for regular coverage on IWAI activities and projects, conduct consultations, organise workshop/sessions with stakeholders, prepare reports and assist the management on a regular basis.</p> <ul style="list-style-type: none"> • The candidate should be able to produce well-researched content material such as Articles, Research Papers/Reports, Scripts for Audio-Visual films, Press Releases, Blogs, Emails, Social media posts etc. • Conducting in-depth research on given topics in order to develop original content on tight deadlines to showcase Authority's work. • Familiarity with socio-economic and political environment as well as issues of infrastructure, transport, land acquisition process and related subjects.

	<ul style="list-style-type: none">• Generating ideas for new content types and suggesting innovative topics for approaching content.• Preparing newsletter and content for website.• Writing radio jingles and advertisements when needed.• Researching information to produce content as needed by the Authority.• Proofread, edit, revise content provided on need basis.• Excellent written and verbal communication skills.• Excellent listening, time management skills with strong work ethics.• Proficiency in Hindi and English languages.• Proficiency in use of computers and MS Office.
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3. The closing / last date for receipt of application is 30 days from the date of advertisement i.e. **19.06.2024**. Eligible candidates may apply with application in prescribed proforma, to be addressed to the **Assistant Secretary (Admn. & Estt.), IWAI, A-13, Sector-1, Noida-201301 (U.P.)**, through Registered Post / Speed Post only.
4. The applicant must enclose the self-attested copies of Certificates, testimonials in support of the eligibility criteria as stipulated in the advertisement, failing which the candidature shall be treated as non-eligible. The
5. decision of the Authority as regards to the eligibility of a candidate or otherwise shall be final and no correspondence in this regard will be entertained.

GENERAL TERMS & CONDITIONS

The engagement on purely contractual basis in IWAI shall be regulated as per the following guidelines:

- i. Individuals (Non-Government / Private / Multinational / Consultancy Firms) or Retired Employees from Govt. / Autonomous Bodies with requisite qualifications and experience as prescribed would be eligible for being engaged as Sr. Consultant (Communications), Executive (Graphics) and Executive (Content & Social Media) . However, the engagement shall not be considered as a case of re-employment.
- ii. The engagement would be for a fixed period for providing high quality services to IWAI as per offer of Agreement / Letter of engagement.
- iii. The engagement would be on fulltime basis, unless specified, and they would not be permitted to take up any other assignment during the period of engagement with IWAI.
- iv. Working hours would be from 09:30 AM to 06:00 PM at IWAI, Head Office Noida (05 days of the week) during the working days including half hour lunch break in between.
- v. The Sr. Consultant (Communications), Executive (Graphics) and Executive (Content & Social Media) engaged on full-time basis will be required to attend office on all working days and also on holidays, if required, on account of exigencies of work.

Confidentiality:

- i. The Sr. Consultant (Communications), Executive (Graphics) and Executive (Content & Social Media) shall not divulge or disclose to any third party any information relating to IWAI for the Project, particularly the operational processes, technical knowhow, security arrangements, administrative/organizational matters, classified data and information, etc. without the approval of Competent Authority. Disclosure of the same shall be construed as a violation of the official Secret Act, 1923 and would be a ground for termination of your engagement with IWAI and for any such action as may be deemed necessary.
- ii. The Sr. Consultant (Communications), Executive (Graphics) and Executive (Content & Social Media) shall be responsible and accountable for the services rendered / advice given by him since such advice / service is the result of contractual relations between the consultant and the employer.
- iii. The Sr. Consultant (Communications), Executive (Graphics) and Executive (Content & Social Media) may avoid any conflict of interest while discharging contractual obligation and bring, beforehand, any possible instance of conflict of interest to IWAI. Further, the Consultant is also expected to undertake an assignment only in the areas of its expertise and where it has capability to deliver efficient and effective advice / service.
- iv. The Sr. Consultant (Communications), Executive (Graphics) and Executive (Content & Social Media) shall keep in view transparency, competitiveness, economy, efficiency and equal opportunity to all prospective bidders while rendering any advice to IWAI in regard to selection of technology, determination of design and specification of the subject matter, with bid eligibility criteria, bid evaluation criteria, more of tendering, tender notification etc.

**Sd/-
SECRETARY**