

**National Council of Science Museums
Ministry of Culture, Govt. of India**

Engagement of Young Professionals in the field of Public Relations and Marketing (Adv. No. 07/2024)

National Council of Science Museums (NCSM), an autonomous body under the Ministry of Culture, Government of India, invites applications for Engagement of Young Professionals in the field of Public Relations and Marketing as per details given below:

S. No.	Position	Required Qualification	Experience Required	Remuneration (Monthly)	Location of Deployment - No. of Persons Required	Work Profile
1.	Assistant Public Relations Executive	<p>Minimum Qualification:</p> <ul style="list-style-type: none"> PG Degree/PG Diploma in Journalism and Mass Communication, Public Relations, Media Science etc. <p>Desirable:</p> <ul style="list-style-type: none"> Certificate Course in Digital Marketing/Social Media Marketing etc. Should have good communication skill and command over English & Hindi. Having knowledge of respective regional languages will be an advantage. <p>Candidate having knowledge of graphic designing and/or video editing</p>	Minimum 2 years (Experience in the field of Public Relations, Social Media Management, Social Media Analytics, Content Development, branding, conducting campaigns, handling Media and organising Press Conferences, etc.)	Rs. 35,000/-	<p>At the National Level Units/Zonal headquarter of NCSM –</p> <ul style="list-style-type: none"> Birla Industrial and Technological Museum, Kolkata – 1 person National Science Centre, Delhi – 1 person Nehru Science Centre, Mumbai – 1 person Visvesvaraya Industrial and Technological Museum, Bengaluru – 1 person National Science Centre, Guwahati – 1 person Central Research and Training Laboratory, Kolkata – 1 person 	<ul style="list-style-type: none"> Branding and Image building of the Science Museum/Centres and its facilities Developing Relationship with media and stakeholders Write Press Release and Organise Press Conference. Conduct Visitor Survey and Submit Analytical Report Handle Social Media pages, Prepare and Submit Analytics/Insight Report from time to time. Digital and Social Media Marketing Preparation of various Reports and Publications Coordination within the zone and with the headquarter.

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		shall be preferred. Age Limit: Maximum 35 years.			Or, To be decided by the competent authority from time to time.	<ul style="list-style-type: none"> • All other works as advised by the competent authority from time to time.
2.	Public Relations Executive	<p>Minimum Qualification:</p> <ul style="list-style-type: none"> • PG Degree/PG Diploma in Journalism and Mass Communication, Public Relations, Media Science etc. <p>Desirable:</p> <ul style="list-style-type: none"> • Certificate Course in Digital Marketing/Social Media Marketing etc. • Candidates having background in Science at Intermediate or graduation level will be preferred. • Should have good communication skill and command over English & Hindi • Candidate having knowledge of graphic designing and/or video editing shall be preferred. 	3-5 years' Experience in the field of Public Relations, Social Media Management, Social Media Analytics, Content Development, branding, advertising, conducting campaigns, handling Media, organising Press Conferences, etc.	Rs. 45,000/-	<ul style="list-style-type: none"> • NCSM (Hqrs), Kolkata - 1 person 	<ul style="list-style-type: none"> • Branding and Image building of the Science Museum/Centres and its facilities • Developing Relationship with media and stakeholders • Write Press Release and Organise Press Conference. • Conduct Visitor Survey and Submit Analytical Report • Handle Social Media pages, Prepare and Submit Analytics/Insight Report from time to time. • Plan for various Social Media and other Campaigns • Social Marketing for NCSM and its units • Digital and Social Media Marketing • Preparation of various Report and Publications • Coordination with the units for

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		<ul style="list-style-type: none"> • Ability to communicate complex ideas in a clear and concise manner • Strong attention to detail and the ability to prioritise tasks. <p>Age Limit: Maximum 40 years</p>				<ul style="list-style-type: none"> • various reports, information etc. • All other works as advised by the competent authority from time to time.
3.	Marketing Executive	<p>Minimum Qualification:</p> <ul style="list-style-type: none"> • MBA or PGDM with Specialisation in Marketing Management <p>Desirable:</p> <ul style="list-style-type: none"> • Certificate/Diploma or experience of marketing through Digital & Social Media etc. • Should have good communication skill and command over English & Hindi <p>Age Limit: Maximum 35 years.</p>	<p>Minimum 2 years (Experience in the field of Sales and Marketing, Sponsorship, CSR, Digital Marketing, Revenue generation etc.)</p>	Rs. 35,000/-	NCSM (Hqrs), Kolkata – 1 person.	<ul style="list-style-type: none"> • Marketing of Science Museums and their facilities • Work for collaboration with different organisation • Tapping of funds under CSR, Sponsorship etc. and look after Scientific Social Responsibility • Developing various orientation and training programmes for manpower. • Conduct market Survey and prepare Analytical Report • Suggest and work for development of various sources of revenue generation. <p>All other works as advised by the competent authority from time to time.</p>

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4.	Graphic Designer	<p>Minimum Qualification:</p> <ul style="list-style-type: none"> • Graduation in Journalism and Mass Communication, Media Science etc. Or, • Bachelor in Fine Arts/Visual Arts/Commercial Arts <p>Desirable:</p> <ul style="list-style-type: none"> • Certificate course in Graphic Designing • Should be proficient in Graphic Designing softwares like Adobe Photoshop, Illustrator, In-Design, CorelDraw etc. <p>Age Limit: Maximum 35 years.</p>	Minimum 2 years (Experience in the field of graphic designing for Print and Social Media.	Rs. 30,000/-	• At NCSM (Hqrs.)	<ul style="list-style-type: none"> • All design related works of publication (Brochure, Pamphlet, Annual Report, other Reports and publications etc.) • Design and customisation according to different social media platforms.
5.	Videographer Cum Video Editor	<p>Minimum Qualification:</p> <ul style="list-style-type: none"> • Graduation in Journalism and Mass Communication, Media Science etc. Or, • Graduation with Certificate Course/Diploma in Video Editing. <p>Desirable:</p>	Minimum 2 years (Experience in the field of Video Editing as per requirement of various formats like TV, Social Media etc.	Rs. 30,000/-	At NCSM (Hqrs.)	All Video editing works like development of films, short videos, reels and other videos for social media etc.

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	<ul style="list-style-type: none">• Certificate Course/Diploma in Video Editing• Should be proficient in Video editing softwares like Adobe Premier Pro, Final Cut Pro, Vegas etc.• Candidates having experience in editing videos for documentary, promo, reels and other social media formats shall be preferred. <p>Age Limit: Maximum 35 years.</p>				
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General Terms & Conditions:

1. **Engagement:** The engagement will be purely on contract basis and will not confer any right for regular appointment in NCSM or any of its units. The initial period of engagement will be for one year, which can be extended up to a maximum period of one more year subject to functional requirements, appraisal of the performance and medical fitness of the individual.
2. The Young Professionals will be appointed on a full-time basis and will not be permitted to take up any other assignment during the period of engagement as Young Professional in the National Council of Science Museums (NCSM) or its units.
3. **Termination:** NCSM or its units reserves the right to terminate the contract at any time without prior notice and without providing any reason for it. However, in the normal course, termination of contract may be done by giving one month's notice or salary, as the case may be, without providing any reason for it. The Young Professional can also seek termination of the contract upon giving minimum one month's notice to the NCSM or its units.
4. **TA/DA-** TA/DA is allowed for travel in the country in connection with official work, subject to the approval of the competent authority. The permissible mode of journey will be by Rail in AC Three Tier. Hotel accommodation, food and taxi fare shall be admissible as per entitlement of officials in Level – 5.

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5. **Leave:** The Young Professionals shall be entitled to leave for 12 days in a year on a pro rata basis. Further, an absence of up to one month may be considered without remuneration.
6. The Young Professionals shall not be entitled to any other allowances such as HRA, CGHS/Medical facility, medical reimbursement etc. apart from the monthly remuneration mentioned above.
7. The Young Professionals shall be required to observe the normal office timing and may also be called upon to attend the office on Sunday or any holiday in case of exigencies of work. They shall mark their attendance mandatorily and failing which may result in deduction of remuneration.
8. The Young Professionals will have to sign a Confidentiality and Non-Disclosure Undertaking before the commencement of assignment.
9. Interested candidates may send the duly filled-in Application Form along with a Photocopy of all related documents (Certificate, Testimonials etc.) to the following address:

**Controller of Administration
NATIONAL COUNCIL OF SCIENCE MUSEUMS
33, Block -GN, Sector-V, Bidhan Nagar
Kolkata-700091**

The envelope containing the application form should be super-scribed in bold letter as **APPLICATION FORM FOR ENGAGEMENT AS**

Or

The scanned copy of the duly filled-in Application Form along with a single PDF copy of all the documents (Certificate, Testimonials etc.) should be sent with subject as **APPLICATION FORM FOR ENGAGEMENT AS** to the email id ypncsm@gmail.com. The last date for receipt of the application is 23.09.2024.

10. The cancellation of this advertisement or any amendment at any point of time is at the sole discretion of the management of National Council of Science Museums (NCSM).