



Advt. No. MCM/Estt./2023/

Dated: 30/05/2023

**ADVERTISEMENT FOR HIRING OF PUBLIC RELATION EXPERT AND GRAPHIC DESIGNER CUM SOCIAL MEDIA EXPERT.**

Closing Date: 12/06/2023

Municipal Corporation Manesar is an urban local body constituted by Government of Haryana on 24/12/2020. MC Manesar is responsible for providing basic amenities for the citizens of MC Manesar i.e., Water, Sewer, street Lights & sanitation.

In this regard, applications are invited for hiring public relation expert and Graphic designer cum social media expert for the period of 1 year.

The details are as below:

Sr. No.	Post	No. of vacancy	Qualification & Experience
1	Public relation expert	1	<ol style="list-style-type: none"><li>Bachelor's degree (or equivalent) in public relations, journalism, communication with experience of above 3 years in public relations at a government organization, PSU, media house or a private organization.</li><li>Bachelor's degree with experience as public relation executive in State/Central government department/PSU (retired).</li></ol>
2	Graphic designer cum social media expert	1	<ol style="list-style-type: none"><li>B.E/B.Tech/B.Sc. in Information technology/Computer science or 1 year Diploma in Digital Marketing from UGC/AICTE university.</li><li>Experience of over 3 years in graphic designing, digital marketing and handling social media accounts.</li></ol>



			3. Experience in HTML, CSS, JavaScript and any other tool used for graphic designing along with expertise in Adobe Photoshop, Adobe Illustrator, Adobe after Effects, Adobe Premiere Pro and relevant software.
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### GENERAL CONDITIONS

- The aspiring applicants satisfying the eligibility criteria in all respect must submit their resume and scanned copy of degrees and experience certificate on mail id- [cmc-manesar@ulbharyana.gov.in](mailto:cmc-manesar@ulbharyana.gov.in) or in the MCM office.
- The period of appointment of PR expert and Graphic designer cum social media expert is 1 year and shall be extended further based on the performance.
- The consolidated remuneration for PR expert and Graphic designer cum social media expert is Rs. 40,000/- per month.
- The applicants applying in response to this advertisement should satisfy themselves regarding their eligibility for the aforesaid post and must fulfil all the eligibility criteria on or before 30/05/2023 failing which their application will be rejected.
- Self-Attested photocopies of degrees, certificates, mark sheets, age proof, caste certificates etc. with resume shall be produced along with original documents for verification at the time of interview.
- Based on bio-data, the Search cum Selection Committee may short-list Candidates for interview. Candidates called for interview will have to produce all relevant original documents in proof of details furnished in their application at the time of interview.
- The date of interview shall be provided by the MC Manesar to selected candidates.
- Canvassing of any kind will lead to disqualification. The prescribed qualification is minimum and mere possessing the same does not entitle any candidate for selection.
- The Competent Authority reserves the right of any amendment, cancellation and changes to this advertisement as a whole or in part without assigning any reason or giving notice.
- The services can be terminated at any time by competent authority.



- The services are on contract basis and claim for permanent post shall not be done by the selected candidate.
- In case of need of any assistance or clarifications regarding recruitment please contact: [it.mcmanesar@outlook.com](mailto:it.mcmanesar@outlook.com) or [cmc-manesar@ulbharyana.gov.in](mailto:cmc-manesar@ulbharyana.gov.in).
- The job description of public relation expert and graphic designer cum social media expert are as below: -

**Public relation expert Job description and responsibilities: -**

- Build connections with key media organizations and journalists through a mix of traditional, digital, and social channels
- Planning publicity strategies and campaigns for MC Manesar.
- Writing and producing presentations and press releases for publishing in newspaper.
- Dealing with enquiries from the public, the press, and departments of Haryana and central Government.
- Organising and attending officials visits and events such as press conferences.
- Analysing media coverage and trends.
- Forecast news cycles and identify areas of trending public interest
- Help establish strategies for damage containment in crisis situations
- Timely press releases and media kits, and helping social-media team to communicate proactively.
- Engage with Social media team of MC Manesar to ensure that PR campaigns align with strategic and direction of MC Manesar.
- Responsible for photography and video shoot for both internal and external events and publishing them on MC Manesar social media platforms.
- Communication with State PR/ DIPRO.

**Graphic designer cum social media expert job description: -**

- Develop concepts, graphics, and layouts for illustrations, campaign logos, and others.
- Able to create, develop and expands dynamics content of social media platform, e.g., Twitter, Instagram, Facebook and YouTube



- Design materials for digital media – social media advertisement images including Facebook, Twitter, Pinterest, Instagram, and the web.
- Design materials for print media – leaflets, signboard design, advertisement content, banners, newsletters, festoons, and other materials as required.
- Daily managing and overseeing social media platforms and respond to the comments of citizens of MC Manesar on social media.
- Creative planning and designing for all the digital marketing campaigns.
- Posting content on social media platforms of MC Manesar i.e., Facebook, Twitter, Instagram, YouTube etc.
- Coordinating with all branches of MC Manesar for posting events and content on social media platforms.
- Design and layout of print ads and collaterals, digital assets (i.e., banners, website layouts, etc) and other related design work as and when needed. Must be comfortable creating assets for social media and aware of the technical limitations.