



Adv. No. – DIB/36/2023-DIB

**DIGITAL INDIA BHASHINI DIVISION-DIC**

A section 8 Company, Ministry of Electronics and Information Technology, Govt. of India  
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**WEB ADVERTISEMENT**

**09<sup>th</sup> July 2025**

The Ministry of Electronics and Information Technology (MeitY) under the Digital India Programme has undertaken a unique initiative, Bhashini, the National Language Translation Mission. Mission Bhashini was launched by Hon'ble PM on 4<sup>th</sup> July 2022 during Digital India Week 2022 in Gandhinagar, Gujarat. Vision of Bhashini to “Harness natural language technologies to enable a diverse ecosystem of contributors, partnering entities and citizens for the purpose of transcending language barriers, thereby ensuring digital inclusion and digital empowerment in an Aatma Nirbhar Bharat.”

In order to build this ecosystem, The Digital India Bhashini Division (DIBD), an Independent Business Division under Digital India Corporation (DIC). The DIBD is managing and executing the activities of “National Language Translation Mission”: Bhashini. Bhashini (<https://www.bhashini.gov.in/en/>) has been developed as a platform where various components have been integrated to bring stakeholders together. Bhashini works with some of the premier academic institutes, including IITs and IIITs) in India. These institutes are developing state of the art language AI models for various Indian languages. Bhashini platform already hosts 300+ AI based language models in various technologies.

Digital India Corporation/Bhashini is currently inviting applications for the following positions purely on Contract/ Consolidated basis.

Sr. No.	Name of the Post	No. of Vacancies
1.	Assistant Manager - Social-Media / Outreach	01

Screening of applications will be based on qualifications, age, and academic record and relevant experience. Digital India Corporation reserves the right to fix higher threshold of qualifications and experience for screening and limiting the number of candidates for interview. Only shortlisted candidates shall be invited for selection interviews. Digital India Corporation reserves the right to not to select any of the candidates without assigning any reason thereof.

The details can be downloaded from the official website of MeitY, DIC, BHASHINI & NeGD viz. [www.meity.gov.in](http://www.meity.gov.in) & [www.dic.gov.in](http://www.dic.gov.in) , [www.Bhashini.gov.in](http://www.Bhashini.gov.in) and [www.negd.gov.in](http://www.negd.gov.in)

Eligible candidates may apply ONLINE: <https://ora.digitalindiacorporation.in/>



### 1. Job Title – Assistant Manager - Social Media/ Outreach

<b>Division:</b> Digital India Bhashini Division (DIBD)	<b>Age:</b> Maximum Age for Application is 45 Years
<b>No of Post:</b> 01	<b>Remuneration:</b> Salaries for this position would depend on the qualification and experience of the selected candidate and will be fixed as per the industry norms.
<b>Location:</b> New Delhi/Noida or other locations as project requirement	<b>Reporting to:</b> CEO-DIBD

### JOB DESCRIPTION

We are seeking a dynamic and results-driven professional to lead the end-to-end planning, execution, and evaluation of high-impact events and outreach campaigns. The ideal candidate will bring strategic insight, media acumen, and creative vision to strengthen public engagement and brand visibility.

As Assistant Manager, you will be working closely with Sr. Manager (Support & Onboarding) to manage SMM portfolio of the Division. The candidate should have experience in maintaining media house relations & Event Management.

### Role & Responsibilities

1. Manage media relations and oversee the event management portfolio of the division through strategic, impact-driven outreach initiatives. Handle the media connects and regular briefings of mission outreach and launches
2. Build and maintain strong relationships with media houses; plan and coordinate press releases and media coverage for events.
3. Collaborate with internal teams to develop brand taglines, logos, and other promotional content for events, meetings, and public launches.
4. Ensure timely delivery and effective integration of campaign components across media, digital, and on-ground platforms.
4. Manage media outreach strategies to enhance organizational visibility.
5. Build and maintain strong relationships with key media houses and journalists.
5. Supervise content creation, scheduling, and real-time engagement.
6. Track, analyze, and report performance metrics for campaigns and events.
7. Use data insights to refine strategies and improve impact.
7. Travel required as needed.
8. Proven track record of success in similar position.
9. Strong command over writing and oral communication skills
10. Strong interpersonal and teamwork skills
11. Experience of working for a government set up / project is desirable.

## Required Profile

### Essential Qualification

- Any Graduate with 3+ Years of Experience in handling Media houses/ event management/campaign management.
- Proven experience in leading successful event and campaign management initiatives.
- Strong media relations experience with a demonstrated ability to secure impactful coverage.
- Hands-on experience with graphic designing tools such as Figma, Canva, Adobe Suite, etc. Exposure to AI-based content or design tools is preferred.
- Formal educational qualifications and experience may be relaxed for exceptional candidates.

\* Note: Candidates selected in this interview could be considered for other vacant positions at DIBD-DIC requiring similar skill sets and at appropriate level.

### General Conditions applicable to all applicants covered under this advertisement:

1. Those candidates, who are already in regular or contractual employment under Central / State Government, Public Sector Undertakings or Autonomous Bodies, are expected to apply through proper channel or attach a 'No Objection Certificate' from the employer concerned with the application OR produce No Objection Certificate at the time of interview.
2. DIBD-Digital India Corporation reserves the right to fill all or some or none of the positions advertised without assigning any reason as it deems fit.
3. The positions are purely temporary in nature for the project of DIBD-Digital India Corporation and the appointees shall not derive any right or claim for permanent appointment at DIBD-Digital India Corporation or on any vacancies existing or that shall be advertised for recruitment by DIBD-Digital India Corporation in future.
4. DIBD-Digital India Corporation reserves the right to terminate the appointments of all positions with notice of one month or without any notice by paying one month's salary in lieu of the notice period.
5. The maximum age shall be as on the last date of receipt of the applications. Screening of applications will be based on qualifications, age academic record and relevant experience.
6. In case of a query, the following officer may be contacted

**Ms. Vinaya Viswanathan**

Director- HR

DIBD-Digital India Corporation

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