N-21013/9/2024-NeGD
National e-Governance Division
Digital India Corporation
Electronics Niketan, 6, CGO Complex Lodhi Road,
New Delhi – 110003
Website: www.negd.gov.in / www.dic.gov.in

Web Advertisement
07.08.2025

The National e-Governance Division (NeGD) is an independent business division under the Digital India Corporation, Ministry of Electronics and Information Technology. NeGD has been playing a pivotal role in supporting MeitY in Programme Management and implementation of e-Governance projects and initiatives undertaken by various Ministries/ Departments, both at the Central and State levels.

NeGD has been spearheading several innovative initiatives under the aegis of the Digital India Programme. Those have been developed keeping the vision areas of Digital India at the core- providing digital infrastructure as a core utility to every citizen, governance and services on demand and in particular, digital empowerment of the citizens of our country; some of these initiatives include DigiLocker, UMANG, Poshan Tracker, OpenForge Platform, API Setu, National Academic Depository, Academic Bank of Credits, Learning Management System.

It has myriad roles and responsibilities from supporting Central Line Ministries and State Government Departments on e-Governance projects, reviewing State Action Plans, offering support in technology management, strategy formulation & implementation of Emerging Technologies viz. AI, Blockchain, GIS etc., to facilitating digital diplomacy with focus on Indian startups and products

NeGD has been a leader in implementation and execution of a gamut of pilot/ infrastructure/ technical/ special projects and support components to framing core policies, project appraisals, R&D, and guiding /conducting assessments, undertaking activities for building capacities of both Government officials and] other stakeholders, and creating mass awareness about schemes and services under the Digital India Programme.

NeGD is currently inviting applications for the following positions purely on Contract basis initially for a period of 2 years which is further extendable as per the requirement of the project.

Sr. No	Position	Years of Experience	Budget	Vacancy
1	Senior Manager (Communications & Media)	8-10 yrs	14 LPA	01
2	Content Writers cum Social Media Assistant Managers	3- 5 yrs	8 LPA	02
3	Senior Manager (Event Management &Procurement)	8-10 yrs	15 LPA	01
4	Senior Video Editor & Motion Graphics Lead	6-10 yrs	10 LPA	01

* The maximum age limit shall be 55 years on the closing date of receipt of application.
** The place of posting shall be in New Delhi but transferable to project locations of NeGD as per existing policy of NeGD/DIC.
Screening of applications will be based on qualifications, age, and relevant experience. NeGD 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 interviews. NeGD 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 **DIC** and **NeGD**, viz. **www.dic.gov.in**, **www.negd.gov.in**.

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

Last date for submission of applications will be: 27.08.2025

Job Title	Years of Experience	Maximum Budget	Vacancy
Senior Manager (Communications & Media)	8-10 yrs	14 LPA	01

Job Summary:
The Senior Manager, Communications & Media will spearhead the strategic social media and content efforts for NeGD, aligning with the overarching vision of Digital India and MeitY's e-Governance initiatives. This role demands a seasoned expert who can craft compelling digital narratives and lead content strategy to drive large-scale public outreach and engagement across various media- TV, Radio, Print, Outdoor and all social and digital platforms

Key Responsibilities:
Strategic Communication & Planning
- Design and execute integrated communication strategies across traditional, digital, and emerging platforms.
- Develop annual communication plans aligned with program goals and citizen outreach strategies.
- Conceptualize, implement, and monitor high-impact IEC campaigns under Digital India and related key initiatives.

Content Creation & Brand Messaging
- Lead content strategy *inter alia* for publications, social media, websites, audio-visual products, event branding communication, newsletters, and press releases.
- Ensure consistent messaging and branding across all media and outreach platforms.
- Collaborate with designers, agencies, and subject matter experts to deliver engaging, informative content.

Media Relations & PR
- Develop and manage media relations strategies, press conferences, and spokesperson engagement.
- Draft press notes, speeches, and key messaging frameworks for senior officials and ministry events.
- Act as a media liaison during national campaigns and major government launches.

Digital Outreach & Social Media
- Lead social media strategy and manage content calendars for platforms like X (Twitter), Facebook, LinkedIn, Instagram, and YouTube.
- Use data analytics to assess campaign effectiveness, optimize reach, and boost public engagement.
- Create, curate, and supervise the publishing of multi-format content across digital platforms.

Stakeholder Engagement & Event Communications
- Coordinate with ministries, state governments, start-ups, and industry stakeholders for collaborative campaigns.
- Provide communication support for flagship conferences, summits, portal launches, and government-led events.
- Draft concept notes, strategy papers, talking points, speeches, and presentations for leadership.

Internal Communications
- Facilitate internal knowledge dissemination through intranet updates, employee newsletters, and internal events.
- Support leadership communication with teams to reinforce organizational values and mission.

Monitoring & Reporting
- Track and measure communication impact using data-driven KPIs.
- Submit periodic performance reports, campaign analyses, and media impact assessments.

Qualifications:
- Master's in mass communication, Journalism, or related field.
- 8-10 years of relevant experience in media, strategic communication, or public relations, preferably with Government of India projects.
- Deep understanding of digital governance and public policy communication.
- Exceptional writing, editing, and public speaking skills.
- Demonstrated proficiency in social media management tools, content management systems (CMS), and analytics platforms (Social media insights, Google analytics).

Desirable:
- Experience in handling IEC for flagship digital initiatives.
- Demonstrated leadership in high-stakes events, public campaigns, and cross-government collaborations.
- Strong crisis communication acumen and familiarity with government protocol and media handling.
- Overseeing of the development of audio-visual and print materials

*Candidates with more experience shall be preferred

Job Title	Years of Experience	Maximum Budget	Vacancy
Content Writer cum Social Media Assistant Manager	3-5 yrs	8 LPA	02

Job Summary:

We are looking for a skilled and detail-oriented Content Writer with 3–5 years of professional experience, preferably in government projects, e-governance, or public sector initiatives. The ideal candidate will be responsible for conceptualizing clear, concise, and engaging content across various digital and print platforms to support communication, outreach, and awareness initiatives of government programs.

Key Responsibilities:

- Develop high-quality content for websites, press releases, reports, brochures, presentations, newsletters, social media, and other communication materials.
- Draft government-related documentation such as concept notes, policy briefs, case studies, and project reports.
- Collaborate with project teams, communication departments, and technical staff to gather information and translate it into reader-friendly content.
- Ensure consistency in tone, style, and format across all content as per Government of India guidelines.
- Own the editing and proofreading process for content created by internal teams to ensure a consistent quality and standard.
- Stay updated with government policies, flagship schemes, and digital initiatives to ensure relevance and accuracy in content.
- Coordinate with designers, translators, and printing vendors when necessary.

Required Skills & Qualifications:

- Bachelor's or master's degree in journalism, Mass Communication, English, Public Policy, or a related field.
- 3+ years of proven content writing experience, preferably in government, public policy, or development sector.
- Excellent written and verbal communication skills in English (knowledge of Hindi or other regional languages is a plus).
- Strong understanding of government processes, terminology, and structure.
- Proven ability to independently manage multiple projects and consistently deliver high quality content under tight deadlines.
- Proven experience in managing social media content and digital campaigns for public outreach
- Proficiency in MS Office and familiarity with content management systems (CMS) is desirable.

Preferred Experience:

- Experience in writing for government portals, policy documents, awareness campaigns, or public information material.
- Prior work with ministries, departments, or government-affiliated organizations will be an added advantage.

*Candidates with more experience shall be preferred

Job Title	Years of Experience	Maximum Budget	Vacancy
Senior Manager (Event Management &Procurement)	8-10 Years	15 LPA	01

Job Summary:

We are seeking a highly experienced Senior Manager to lead our Events and Procurement functions. The ideal candidate will be an expert in organizing large-scale events from concept to execution, while simultaneously managing the complete procurement lifecycle in a government setting. This strategic role requires exceptional skills in budget management, vendor negotiation, and adherence to official protocols, ensuring all events are both impactful and executed with financial and procedural integrity.

Responsibilities:

- Planning and Coordination: Developing event concepts, themes, and timelines.
- Budgeting and Finance: Managing event budgets, tracking expenses, and ensuring cost-effective execution.
- Vendor Management: Negotiating contracts with vendors, suppliers, and service providers.
- Logistics and Operations: Overseeing venue selection, event setup, logistics, teardown, catering, and transportation.
- Client Communication: Working closely with clients to understand their needs and expectations.
- Event Execution: Ensuring smooth event operations, managing staff and volunteers, and addressing issues as they arise.
- Evaluation and Reporting: Monitoring event performance, gathering feedback, and making recommendations for improvement.
- Marketing and Promotion: Collaborating with marketing and sales teams to promote events.
- Risk Management: Identifying potential risks and creating contingency plans.

Key Skills:

- Strong organizational skills and attention to detail.
- Excellent communication and interpersonal skills.
- Problem-solving skills and the ability to handle unexpected situations.
- Leadership and people management skills.
- Budget management and financial acumen.
- Negotiation and vendor management skills.
- Knowledge of event planning software and tools.
- Creativity and innovation in event design.

Required Qualifications and experience:

- Bachelor's degree (if in science/ management/ engineering will be preferred)
- Minimum 8-10 years of experience in Event Management & execution, Government Procurement & Processing Bills, preparing proposals and proficient in official communication (Noting, Drafting, File-Handling, etc)
- Worked in any Government project for at least 2 years, if worked more than 2 years it will be an added advantage.
- Worked as a Lead/ Supervisor of any project.
- Excellent written and verbal communication skills.
- Strong organizational and multitasking skills/ team coordination skill
- High level of discretion, integrity, and attention to detail.

    *Candidates with more experience shall be preferred

Job Title	Years of Experience	Maximum Budget	Vacancy
Senior Video Editor & Motion Graphics Lead	6-10 Years	10 LPA	01

Job Summary

The Senior Video Editor will lead the post-production process, transforming raw footage and stock clips into compelling visual narratives. The video editor will not only execute complex editing tasks but also contribute to the creative strategy behind the video content to expand Digital India's social media reach and elevate Digital India's visual storytelling.

Job Requirements

- Minimum 6-10 years of progressive experience in video editing and post-production.
- Deep understanding of digital trends and editing principles
- Creative and innovative
- Strong organizational, analytical, and problem-solving skills
- Bachelor's degree in film or related field

Skills & Tools

Software: Adobe Premiere Pro, After Effects, Final Cut Pro, Adobe Audition & Adobe   Photoshop.

Skills: Visual storytelling, pacing, transitions, motion design, audio syncing

Soft Skills: Attention to detail, time management, communication, creativity

Leadership & Strategy:

- Proven experience leading video projects from concept to final delivery.
- Ability to mentor junior editors and provide constructive feedback.
- A strong portfolio demonstrates a high level of creativity and technical expertise in editing for various digital platforms.

Key Responsibilities

- Lead the end-to-end post-production workflow, from initial edit to final color grading and sound design
- Add motion graphics, transitions, effects, color correction, and sound design
- Collaborate with creative teams and stakeholders to define project objectives, provide creative input, and ensure deadlines are met.
- Maintain consistency in brand visuals and tone across all video content
- Organize and archive video assets for future us
- Stay updated on the latest digital trends, editing techniques, and software to continuously innovate our video content

*Candidates with more experience shall be preferred

<u>General Conditions applicable to all applicants covered under this advertisement</u>

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. NeGD 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 NeGD/DIC and the appointees shall not derive any right or claim for permanent appointment at NeGD/DIC or on any vacancies existing or that shall be advertised for recruitment by NeGD in future.

4. NeGD reserves the right to terminate the appointments of all positions with a notice of one month or without any notice by paying one month's salary in lieu of the notice period.

5. The designation of the selected candidates shall be mapped as per the existing designation policy of NeGD.

6. In case of a query, the following officer may be contacted:

HR Team
National e Governance Division, 4th Floor, Electronics Niketan,6-
CGO, Complex Lodhi Road, New Delhi – 110003
Tel: 24301932
Email: Negdhr@digitalindia.gov.in