



## KARMAYOGI BHARAT

[A Government Company registered u/s. 8 of the Companies Act, 2013 under administrative control of Department of Personnel & Training, Govt of India] {CIN - U80301DL2022NPL393046}

202, 2<sup>nd</sup>Floor, C-Wing, NDCC-II Building, Jai Singh Road, Opposite Jantar Mantar, New Delhi-110001

### **ADVERTISEMENT FOR HIRING OF ADVISOR - COMMUNICATION AND USER EXPERIENCE IN KARMAYOGI BHARAT, NEW DELHI**

Karmayogi Bharat is a Special Purpose Vehicle (SPV) set-up under Section 8 of the Companies Act, 2013 by Department of Personnel and Training as a 100% Government owned Company under National Programme for Civil Services Capacity Building (NPCSCB) — Mission Karmayogi. iGOT Karmayogi is a platform for anytime, anywhere, any-device learning of civil service officials to enhance their overall competency. Karmayogi Bharat (SPV) has been incorporated under Section 8 of the Companies Act, 2013 as a 100% Government owned not for profit Company. The organization is responsible for operating the iGOT Karmayogi platform and any other digital assets pertaining to the Programme. Further details can be found at <https://karmayogibharat.gov.in/>.

Envisioned as one of the largest capacity building initiatives in Government organizations anywhere in the world, Mission Karmayogi will initially cover about 33 lakh government officials at the Centre and will eventually aim to transform approximately 2 crore government officials across the Centre, the States and the local bodies.

- It will enable officials to pursue anytime-anyplace-any-device learning at their own convenience, using self-directed or guided learning paths, enabling continuous learning for all.
- It will provide officials with access to instant guidance at the point of need, through job specific learning resources and collaboration with officials who “have done it before”.
- It will empower an official with tools to take charge of one’s own professional journey, making officials accountable for their own career trajectory.

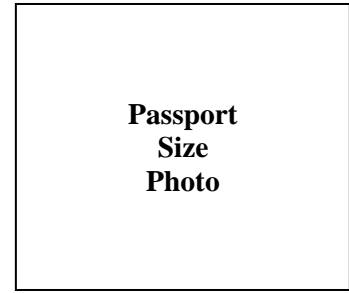
SPV Karmayogi Bharat invites applications for recruitment to the following positions:

S.No.	Name of Post	Total Post
1.	Advisor-Communication and User Experience	1

For further details, please visit Karmayogi Bharat’s website <https://karmayogibharat.gov.in>. Eligible applicants can apply by submitting their applications in given format to our email [careers.karmayogi@gov.in](mailto:careers.karmayogi@gov.in), including CV and other documents of qualification, experience, age proof etc. by 15<sup>th</sup> February 2023. Incomplete and date bar applications will not be considered. Only short-listed candidates will be invited for the interview/selection process. The job descriptions of the post have been attached as **Annexure A**.

**Application Form**

To  
**The Chief Executive Officer (CEO)**  
**Karmayogi Bharat**  
**2<sup>nd</sup> Floor, NDCC-II Building**  
**Jai Singh Road, Opposite Jantar Mantar**  
**New Delhi – 110 001**



Subject – Regarding appointment of \_\_\_\_\_ Post

**Reference** – Dated \_\_\_\_\_ advertisement in this website of \_\_\_\_\_

Respected Sir/Ma'am,

As per the contextual advertisement, I declare that I hold the necessary academic qualifications for the Post of \_\_\_\_\_ and I submit the details as follows:

1. Full Name: \_\_\_\_\_
2. Full Address (pin code): \_\_\_\_\_  
\_\_\_\_\_
3. Mobile No. \_\_\_\_\_
4. Date of Birth: \_\_\_\_\_ (DD/MM/YY)
5. Gender: Male / Female
6. E-mail Address: \_\_\_\_\_

7. Details of the Educational Qualification held by the Applicant

S.No.	Educational Qualification	Passing Year	Marks	Percentage

8. Employment History in chronological order  
(Attach separate sheet in following format, if necessary)

Name and Address of employer/Organization	Period of service	Designation of the Post held	Remuneration	Detailed description of work	Reason of leaving each post
	From To				

9. Professional Trainings/Certifications

Organization	Details of Training/Certification	Period	
		From	To

**Declaration:** I hereby solemnly declare that all the above-mentioned statements are true and correct to the best of my knowledge and belief. Nothing is false or has been concealed/ distorted. If at any time I am found to have concealed / distorted any material/ information, my appointment shall be liable to termination without notice.

Place: \_\_\_\_\_

Date: \_\_\_\_\_

Signature of Applicant: \_\_\_\_\_

Name of the Applicant: \_\_\_\_\_

<b>JOB PROFILE</b>	
<b>DESIGNATION</b>	Advisor - Communication and User Experience
<b>JOB LOCATION</b>	New Delhi
<b>DIVISION / DEPARTMENT</b>	iGOT Karmayogi SPV
<b>REPORT TO</b>	Chief Executive Officer
<b>JOB SPECIFICATION</b>	
<b>JOB PURPOSE</b>	Oversee all Branding operations and develop branding strategy and vision to promote Karmayogi Bharat.
<b>ROLE AND RESPONSIBILITY</b>	<ul style="list-style-type: none"> <li>● Developing marketing plans and strategies to increase brand awareness and promote products.</li> <li>● Creating and managing marketing plans that include public relations initiatives, and other efforts to promote Karmayogi Bharat.</li> <li>● Ensure our brand message is strong and consistent across all channels and marketing efforts (like events, email campaigns, web pages and promotional material)</li> <li>● Advise and lead the team working on brand initiatives, translate brand elements into plans and go-to-market strategies.</li> <li>● Establish brand ideologies and build a unified culture to achieve iGOT's vision.</li> <li>● Liaise with stakeholders to build a unified approach to customer service that meets market demands.</li> <li>● Recommending changes to existing products or developing new products based on market trends and customer feedback.</li> <li>● Monitoring competitors' products and services to identify new opportunities for growth or ways to improve existing products or services</li> <li>● Collaboration with different Ministries and Government organization for enhanced visualization of Karmayogi Bharat on various digital platforms.</li> </ul>
<b>JOB QUALIFICATION &amp; REQUIREMENTS</b>	
<b>EXPERIENCE REQUIREMENTS</b>	<ul style="list-style-type: none"> <li>● Minimum 20 years of experience with experience as Advisor/ Director Media, Digital Marketing &amp; Branding or related field.</li> <li>● Demonstrated knowledge and proficiency with communications technologies</li> <li>● Experience in Handling large scale e-Government transformational Project will have an added advantage.</li> <li>● Must have experience in digital design and brand marketing in both public and private sector</li> </ul>

	<ul style="list-style-type: none"> <li>● Knowledge of corporate governance, marketing and branding best practices.</li> <li>● Excellent communication skills including clients/customer and public relations management</li> </ul>
<b>EDUCATION REQUIREMENTS</b>	<ul style="list-style-type: none"> <li>● Good academic record from a recognized university/institution</li> <li>● Relevant certifications/fellowships/diplomas shall have added advantage</li> </ul>
<b>REQUIRED SKILLS/COMPETENCIES</b>	Business Acumen   Planning & Organizing   Change & Adaptability  Customer orientation   Strategic Vision  Team Building  Attention to detail  Communication Skills  Project Management.

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