

BIHAR VIKAS MISSION

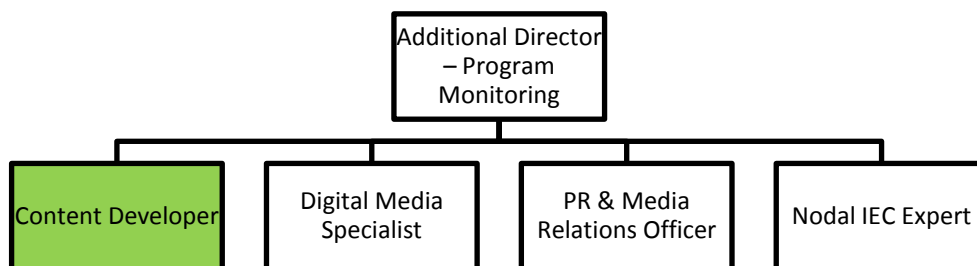
Job Description



1. General Information

Position Title:	Content Developer
Reports to:	Additional Director – Program Monitoring
Department/Domain:	Bihar Vikas Mission
Job Code:	

2. Organization Chart



3. Key Accountabilities

Content Development

- Create content to generate necessary materials for BVM internal and external publications with regard to BVM procedure and needs
- Produce journalistic articles and stories for both the Intranet and the website domains in both Hindi and English
- Provide content, translation and proof-reading for communication material including press releases, invitation letters, speeches, web content, brochures, publications, newsletters, information packs, and others, for review and clearance by superior and senior management
- Draft press releases and statements for the senior management on public or internal events in line with the BVM's PR strategy and objectives and in close liaison with both the relevant BVM officials

Communication & Coordination

- Provide BVM with contacts, journalistic view and recommendation in order to ensure all the messages from BVM are conveyed effectively and appropriately
- Assist the BVM officials to maintain and keep up-to-date a database of media representatives and institutions including print, audio-visual, regional & national
- Assist in editing reports, presentations or any other information material geared towards internal or external audiences
- Assist during the BVM's events in conducting interviews and producing stories for both internal and external events
- Assist in organizing public and media events, including seminars, workshops, press briefings, conferences and internal company events involving media relations

Continuous Improvement

- Identify opportunities for continuous improvement of systems, processes and practices taking into account best practices, in order to facilitate cost optimization and productivity improvement

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Policies, Systems, Processes & Procedures

- Recommend improvements to functional procedures and follow all relevant departmental policies, processes, standard operating procedures and instructions so that work is carried out in a controlled and consistent manner

Related Assignments

- Perform other related duties or assignments as directed and required

4. Qualifications and Experience

Essential

- Bachelor of Arts or other bachelor's degree (full time) in Mass Communication / Journalism / Public Relations
- Minimum 2 years of post-qualification experience in content development and / or copywriting and / or graphic designing

Preferred

- Less than 40 years[#] of age as on 1st January 2018
- Experience in content development and / or copywriting for a reputed media organization (with broadcasting / coverage in more than 5 States) or in a private organization / multinational corporation
- Experience of working with state / central government / bilateral / multilateral organizations (e.g. World bank, DFID, UNDP, ADB) in a copywriter role
- Bachelor of Arts or other bachelor's degree (full time) in Mass Communication / Journalism / Public Relations from any of the institutes as published under the National Institutional Ranking Framework issued by MHRD* and / or QS World University Rankings, as updated from time to time

[#] Age limit for SC / ST (Male/Female) domicile / resident of Bihar – 45 years
Age limit for BC / EBC (Male/Female) domicile / resident of Bihar – 43 years
Age limit for General (Female) domicile / resident of Bihar – 43 years

* NIRF discipline wise rankings will be considered wherever available (like engineering, management and pharmacy in current rankings); for degrees not covered by the NIRF discipline rankings, NIRF Colleges or Universities or Overall Rankings will be considered

5. Knowledge and Other Skills

- Creativity and innovative thinking
- Strong interpersonal and presentation skills
- Good writing, editing, proof reading, layout and design skills
- Knowledge and understanding of best practices and current trends in all kinds of content generation (graphics, animation etc.)

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6. Competencies		Basic	Proficient	Expert
i.	Strategic/Innovative Thinking	✓		
ii.	People First	✓		
iii.	Consultation and Consensus Building	✓		
iv.	Initiative & Drive		✓	
v.	Problem Solving	✓		

Basic	Proficient	Expert
Aware of principles and their application	Sufficiently competent to work alone	Competent to support and advise others