



## Agriculture Insurance Company of India Limited

Registered Office: Plate B & C, Office Block 1, 5<sup>th</sup> Floor, East Kidwai Nagar, New Delhi 110023

Telephone: 011-24604444, Email: [aicho@aicofindia.com](mailto:aicho@aicofindia.com), CIN: U74999DL2002PLC118123

“Agriculture Insurance Company of India Ltd., New Delhi invites application for **Multi-Media specialist** on contractual basis.

Commencement date for submission of application	2 <sup>nd</sup> June 2020
Last date for submission of application	21 <sup>st</sup> June 2020

**No. of vacancy (s) :** 1

**Job Location :** NEW DELHI

**Eligibility Criteria :**

- Graduation in Journalism/ Mass communication from recognised University with at least 60% marks in aggregate.
- Minimum 5 years' post qualification experience in managing various media such as electronic, print, outdoor, social media etc. in Rural and/or Crop Insurance domain.

Preference shall be given to candidates having Post Graduation/working knowledge and experience of photoshop, coral draw, any graphics software/ Digital Marketing

**Maximum age limit:** Maximum age limit is 40 years as on 1.06.2020.

**Terms of Contract:** The important terms are as under:

- The Contract period will be for a period of one year extendable for a further period of one year, subject to requirement of the company and performance evaluation of the candidates, however the total period shall not exceed 2 years.
- The contract can be terminated immediately if the performance is found unsatisfactory.
- The engagement of Multimedia Specialist shall be made on contract basis as per the requirement of the company. The contract may be cancelled or terminated through written intimation from either side by giving 30 days' notice without assigning any reason thereof. The candidates shall not have any legal right for permanency or regular absorption in the company at any given point of time during the period of contract or after expiry of the contract by virtue of the contractual engagement.

**Remuneration:**

- Annual CTC would be in the range of **Rs. 6 to 7 lakhs** negotiable depending upon the qualification, expertise and experience of the candidate.

**Job Description:** The job description for Multimedia Specialist given hereunder is not exhaustive but indicative only and the company reserves the right to alter the job description as per its requirement.

1. Creation and Management of Facebook, Twitter, Google+, YouTube, Instagram and other social media identities for the Company.
2. Creating content/creatives of various activities of the Company for uploading on Company's Social Media handles and publishing/broadcasting/telecasting on print and electronic media.
3. Co-ordination with various media houses such as Newspapers, Magazines, TV Channels, Radio, Outdoor etc.

4. Create coordinated Digital Media advertising campaigns (Social Media, website, email, etc.) including objectives, audience description, strategies and tactics
5. Ensuring and enhancing visibility of the Company on other relevant digital and non-digital platforms.
6. Collection of data across all digital touch-points to aggregate into a report(s) that ensures all creative and media communications are working properly, contracts are being honoured and problems/opportunities are being followed upon
7. Identifying and planning the suitable media for various Company's publicity activities

**Method of appointment: Contractual engagement will be based on shortlisting of the candidates followed by Interview**

**A. Shortlisting of candidate:**

- Shortlisting will be purely provisional based on the details filled up in the application form without verification of documents.
- Mere fulfilling minimum qualification and experience will not vest any right in the candidate for being called for Interview.
- Adequate number of candidates as decided by the Company shall be shortlisted based on their academic qualification, work experience in related field, age, etc. or any other criteria as may be deemed fit by the company at its sole discretion.

**B. Interview:**

- The shortlisted candidates will be called for Interview.
- The qualifying marks in the Interview will be decided by the Company.
- Date, time, mode and venue of Interview will be informed to the candidates through regd. e-mail id/mobile.
- The Company reserves its right to call candidates in ratio vis-à-vis shortlisted candidates as deemed fit depending upon the requirement of the Company etc.

**C. Posting:**

- Posting of the selected candidate will be at Head Office of the Company at **New Delhi**.

**HOW TO APPLY:**

- **Candidates should have a valid personal email id and Mobile Number** to which Company may send any related information through email and/or mobile and the same should be kept active till the completion of the selection process.
- Candidates should visit the website of Agriculture Insurance Co. of India Ltd. at [www.aicofindia.com](http://www.aicofindia.com) and click on "NOTICE" Section and click on the "**Advertisement for Multimedia Specialist**".
- Candidate should read carefully all the details given in the Advertisement.
- Interested candidates, after ensuring the fulfilment of eligibility criteria be ready with Photograph and Signatures to be uploaded as per the specifications given below.
- Candidates are advised to download the **pdf application form, fill the details in the file, upload the photo and signature** as per specification and save this pdf file with File name as Full Name of the candidate (**Praveen\_Kumar**)
- This pdf application will be mailed to the email id [mmspecialist@aicofindia.com](mailto:mmspecialist@aicofindia.com)
- Candidate should ensure that his/her Name as also name of Father/husband should be spelt correctly in the application as it appears in the certificates/mark sheets. Any change or alteration found may disqualify the candidature.
- Candidates have to mandatorily give Two References (other than family members) in the application format.
- Candidates are advised to carefully fill and verify the correctness of the details so filled as no change will be possible/ entertained after submission.

- The responsibility of furnishing the correct information regarding their Date of Birth, Qualifications and experience rests upon the candidate and the candidature shall be subject to verification of the original documents at the time of Interview, if called.
- Candidates are advised to take a printout of this pdf application file which is to be brought during Interview, if called, if shortlisted for the interview as per shortlisting criteria.
- Company does not assume responsibility for the candidates not being able to submit their applications within the last date on account of any reason or any other reasons beyond the control of the company.
- Applications which are incomplete or has incorrect data are liable to be rejected and will not be entertained for any further process.

#### **GUIDELINES FOR UPLOAD OF PHOTOGRAPH AND SIGNATURE:**

Before applying online, a candidate will be required to have a scanned (digital) image of his/her photograph and signature as per the specifications given below.

##### **Photograph Image:**

- Photograph must be a recent passport size colour picture with light-coloured (preferably white) background.
- If you wear glasses make sure that there are no reflections and your eyes can be clearly seen.
- Photograph with Caps, hats and dark glasses are not acceptable.
- Religious headwear is allowed but it must not cover your face.
- Dimensions 200 x 230 pixels (preferred)
- Size of file should be between **20kb–50 kb**. If the size of the file is more than 50 kb, then adjust the settings of the scanner such as the DPI resolution, no. of colors etc., during the process of scanning.
- Image file should be **JPG or JPEG format**.

##### **Signature Image:**

- The applicant has to sign on white paper with Black Ink/Gel pen.
- Signature in CAPITAL LETTERS shall NOT be accepted.
- The signature should be of the applicant and not by any other person.
  - The signature will be used wherever necessary.
  - Dimensions 140 x 60 pixels (preferred)
  - Size of file should be between **10kb – 20kb** for signature. If the size of the file is more than 20 kb, then adjust the settings of the scanner such as the DPI resolution, no. of colors etc., during the process of scanning.
  - Image file should be **JPG or JPEG format**.

##### **Upload of the photographs/signature:**

- The Candidate need to upload the Photograph and Signature while filling the Application by clicking at the space provided for the same in the pdf file.
- Browse and Select the location where the Scanned photograph / signature file has been saved.
- Select the file and Click the '**Open/Upload**' button.

Your pdf Application will not be considered unless you upload your relevant photograph and signature as specified.

##### **Note:**

1. In case the face in the photograph or signature is unclear/smudged the candidate's, application may be rejected.
2. After uploading the photograph and signature in the pdf application form candidates should check that the images are prominently visible and clear and have been uploaded correctly.
3. Kindly check that the Photo and Signature uploaded are displayed in pdf application forms

**GENERAL INFORMATION :**

- Candidates are advised to visit the AIC website [www.aicofindia.com](http://www.aicofindia.com) at regular intervals for details and updates. Call letters or information shall be sent by email/mobile only and candidates are advised to regularly check their registered email id.
- Candidates shall not send the hard copy of the application and certificates to AIC.
- Shortlisted candidates called for Interview should compulsorily bring the Printed Hard copy of the downloaded Application Form. The candidate should also bring all Original Certificates along with one set of self- attested xerox copies of Date of Birth/Matriculation, Educational & technical Qualifications, work experience etc. for verification.
- Candidature will be subject to verification of relevant certificates /documents as a proof of the eligibility criteria to be submitted at the time of Interview.
- In case the candidate called for Interview is found as not satisfying the eligibility criteria and/or has not brought the original certificates, he/she will not be eligible for further selection process.
- **The candidates may kindly note that any cost incurred by them for attending the interview will not be reimbursed by Company.**
- Canvassing or bringing any undue influence in any form will disqualify the candidate
- Candidature of any candidate furnishing incorrect or false particulars or suppressed material information is liable to be cancelled at any stage of selection and if detected post selection, his/her selection will be terminated immediately.
- Any revisions / corrigendum will be hosted on the Company's website only.
- The selected candidate shall not accept any other assignment without obtaining explicit consent from AIC.
- Company reserves the right to amend or alter any of the conditions mentioned above, reject any application/Candidature at any stage or cancel the Interview and/or selection process at any stage without assigning any reason.
- **The decision of the company in all matters regarding eligibility, shortlisting, conduct of Interview and selection would be final and binding on all candidates and no correspondence shall be entertained in this regard.**

**Date: 01-06-2020**

**Place: NEW DELHI**

**(Company is not responsible for any printing errors)**

**DGM (HR)**