

**Government of India
Ministry of Corporate Affairs
Indian Institute of Corporate Affairs
IMT Manesar, Gurgaon -122052**

Phone. No.: 0124 -2640000

Email: hr@iica.in

F.No. IICA-2-44/2012

Date: 01.10.2025

VACANCY FOR CONTRACTUAL POSITION IN INDIAN INSTITUTE OF CORPORATE AFFAIRS

Interested and eligible candidates are invited to submit applications for position in Indian Institute of Corporate Affairs, purely on contractual basis. The details of eligibility conditions, remuneration, terms etc. can be downloaded from the website: www.iica.nic.in.

2. Interested and eligible candidates can forward their CVs at hr@iica.in.
3. The number of position(s) can be increased/decreased at any point in time as per the discretion of the Head of the Institution.
4. The last date to accept applications is 21.10.2025.

Interested and eligible candidates may send their applications alongwith copies of certificates/testimonials/experience certificates to “Assistant Manager (HR), Indian Institute of Corporate Affairs, P-6, 7 & 8, Sector-5, IMT Manesar, Distt. Gurugram-122052” on or before **the due date** till 6 PM or email at hr@iica.in. Incomplete applications/without supporting documents shall be outrightly rejected.

Sd/-
Assistant Manager (HR)

The engagement will purely be on contractual basis initially for a period of one year, if otherwise not extended or curtailed. However, during initial three months, the performance of the candidate will be reviewed and the engagement shall further be continued to one year, subject to satisfactory performance. The contractual engagement is need based and it will not confer any right or privileges on the appointee for regular appointment. The details of qualification and experience are as under:-

S.No.	Name of the position	Field/Vertical	Category	Monthly Consolidated fee (Rs.) P.M.
1.	Senior Research Associate- Social Media & Outreach	Centre for Independent Director	Contractual	75,000/-

JOB DESCRIPTION

1. Senior Research Associate- Social Media & Outreach

Essential Qualification:

- **Master's degree** in Mass Communication, Digital Marketing, Social Media Management, Public Relations, or related field
- Professional certifications in Social Media Marketing highly preferred (Facebook Blueprint, LinkedIn Marketing, Google Digital Marketing, HubSpot Social Media)

Experience

- **5 plus years** of proven experience in social media management with demonstrated success in growing followers and engagement
- Track record of managing multiple social media accounts simultaneously across different platforms
- Experience in creating and launching successful social media campaigns with measurable impact; Previous experience in institutional, corporate, or organizational social media management preferred
- **Content Creation Tools:** Advanced skills in Canva, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Figma, and video editing software
- **Analytics & Measurement:** Proficiency in native platform analytics, Google Analytics, and social media performance measurement tools

Knowledge Requirements

- **Deep understanding** of social media algorithms, best practices, and platform-specific optimization techniques
- Knowledge of digital marketing principles, SEO, and content marketing strategies
- Understanding of corporate affairs regulations, policy research, and institutional communication (or willingness to learn)
- Awareness of government communication protocols and public sector social media guidelines
- Familiarity with crisis communication and reputation management strategies

Key Responsibilities

- Develop and execute comprehensive social media strategies for IICA's entire institutional presence across LinkedIn, Twitter, Facebook, Instagram, YouTube, and emerging platforms
- Manage multiple social media accounts simultaneously for different IICA centres and programs while maintaining consistent institutional branding
- Create platform-specific content strategies that leverage unique features and audience behaviors of each social media platform
- Monitor social media trends, algorithm changes, and emerging platforms to maintain IICA's competitive digital presence
- Coordinate cross-platform campaigns that amplify institutional messaging and maximize digital reach
- Create, launch, and manage targeted social media campaigns for all IICA activities.

- Develop campaign strategies that significantly boost institutional visibility and follower acquisition
- Manage end-to-end campaign lifecycle from concept development to performance analysis and optimization
- Create campaign-specific & diverse content.
- Coordinate with internal teams to ensure campaign alignment with institutional objectives and messaging
- Produce high-quality, engaging content tailored to different social media platform formats and audience preferences
- Adapt complex institutional information into shareable, accessible social media content that drives engagement
- Develop content calendars ensuring consistent posting schedules across all platforms & optimize posting schedules, strategies, and content formats to maximize organic reach
- Leverage trending topics, hashtags, and current events to increase content reach and engagement
- Drive meaningful social media engagement through interactive content, live sessions, polls, Q&As, and discussions
- Actively monitor and respond to comments, messages, and mentions across all IICA social media platforms
- Manage real-time social media coverage during IICA events, conferences, and policy announcements
- Collaborate with external partners, stakeholders, and industry associations to cross-promote content and expand audience reach
- Track and analyze comprehensive social media metrics including follower growth, engagement rates, reach, impressions, click-through rates, and conversion metrics
- Prepare monthly and quarterly reports showcasing social media performance improvements and institutional impact
- Use advanced analytics tools to measure ROI of social media activities and their contribution to institutional objectives
- Implement A/B testing strategies for content optimization and maximum engagement
- Monitor social media sentiment and brand perception to inform strategy adjustments
- Benchmark IICA's social media performance against industry standards and peer institutions
- Coordinate with Ministry of Corporate Affairs and other government agencies for synchronized social media messaging
- Support crisis communication and reputation management on social media platforms when required
- Collaborate with traditional media outlets to amplify social media content and extend reach

Remuneration and other Conditions:

- Selected candidates shall be required to sign a contract with IICA and join the duties immediately.
- No other allowances will be payable. However if the person, travel out of the Headquarters he will be entitled to TA/DA as admissible.
- The assignment is on a full time basis and the person will be required to attend the office on all the working days and on holidays, if required.
- The period of engagement will be initially for a period of one year, which may, at the discretion of the competent authority be either extended or curtailed depending on performance and requirement.
- The Consultant shall not be permitted to apply for any position internally or outside IICA till his/her contract is valid or before 02 years of joining to the existing position (in case the contract has provision for extension after one year of initial engagement) whichever is later. In case consultant wishes to apply internally for another position, he/she will be required to terminate the present contract with IICA.
- The person will be required to maintain decorum, discipline as expected of a Central Government Officer.
- The contract can be terminated by either side by giving notice for a period of one month or one month's consolidated emoluments in lieu thereof.
- The contract can be terminated without notice by the competent authority, if at any time the conduct, performance, activities of the individual are found detrimental to the interests of the organization.
- Initial engagement period of the selected candidates may be curtailed or enhanced with the approval of the Competent Authority at the time of issuing the offer of engagement.
- The number of positions or remuneration as indicated at Table-1 hereinabove may be decreased or increased with the approval of the competent authority, subject to requirement.
- The Annual increment will be on renewal of every extension as per the Increment Policy of the Institute.
- Conditions may be relaxed by the competent authority in exceptional circumstances.

Selection Procedure

- The appointment will be made on the recommendations, on the basis of written test and/or interview, of a Selection Committee constituted for this purpose.
- No TA/DA will be provided for attending the interview.
- Indian Institute of Corporate Affairs reserves the right to accept or reject any application without assigning any reasons.

Annexure-II

A. Format of application for positions on Contract basis in IICA.

(Applicants should submit only one application)

1. Sl. No. and name of the Position applied for:

2. Name of the applicant:

3. Date of birth:

4. Date of retirement under the rules, if applicable:

5. Qualifications possessed:

Essential:

Sl. No.	Name of School/Institute / University	Type of Qualification	Percentage

6. Training, if any received, which is relevant to the position applied for:

Name of the relevant Training Programme	Duration From To	Organization from where received	Nature of Training received	Remarks

7. (i) Present position held, if any:

(ii) Scale of pay/ Pay Band/ Present pay:

(iii) Date from which held:

8. Details of service (in chronological order starting from the latest first) i.e. Name of position, Employer, Duration, Scale of pay/ Pay drawn, Nature of duties, Period from- to:
(Please enclose a separate sheet)

9. Experience:

Name of the Institution/ organization	Duration	Designation	Full time/ part time

10. Why do you consider fit for selection to the position appliedfor?

(in not more than 200 words)

How your past/present work and assignments will be relevant to achieve the mandate of IICA?

(in not more than 500 words)

How will your experience, academic qualification and competency be relevant to achieve the mandate of IICA in future?

(in not more than 500 words)

(Please enclose a separate sheet)

11. (i) Present office address with Pin Code Number: (ifany)

(ii)Residential Address-

(iii) Telephone No. (Off.) ResidenceMobile.....e-mail Id.....

12. Any other relevant information: Place:

Dated:

Signature of the Candidate