

F.No. PR & Pub./833/DTTDC/2017

Date:

**Delhi Tourism & Transportation Development Corporation Ltd.  
18-A, DDA SCO Complex, Defence Colony, New Delhi-110024**

**Subject:- Requirement of PR Executive in DTTDC.**

Delhi Tourism & Transportation Development Corporation Ltd. (a Govt. of Delhi Undertaking) is involved in undertaking various tourism promotion related activities in and around Delhi. The Public Relations and Publicity Division of the Corporation is regularly undertaking Corporate Communication /Image building exercise with outside agencies including National Media, besides production of publicity material, Facilitation of Film Shootings in Delhi etc.

To further strengthen its PR & Publicity Division, this Corporation intends to engage the services of interested candidates with requisite qualification in PR & Advertising /Journalism (English) from IIMC / any other recognised University. Job specification is enclosed for perusal of the willing candidates.

Eligible and willing candidates may forward their application with complete Bio-Data to DTTDC for selection. The Application and Bio-Data should be sent to Manager (Personnel), 18-A DDA, SCO Complex, Defence Colony, New Delhi-110024. The same can also be e-mailed to [ashokdelhitourism@yahoo.co.in](mailto:ashokdelhitourism@yahoo.co.in). DTTDC would engage the suitable candidate as PR Executives on contractual basis for a period of one year, at a monthly fixed remuneration of Rs. 30,000/- against a contract agreement.

The last date for forwarding the application is 28<sup>th</sup> Feb,2018.

**(Ashok Gupta)  
Manager (Personnel)**

Encl: Job Specification

## JOB SPECIFICATION

1.	Position Name	Social Media Manager
2.	No. of Positions	One
3.	Detailed Job Profile	<p>i) The Candidate should be able to generate and edit content to publish on various Social Media platforms (Face Book, Twitter, Instagram, You Tube, Google + etc.) including execution of activities to expand the reach of Delhi Tourism on digital platforms ( Sharing, engaging, liking, increasing social reach).</p> <p>ii) To gradually increase the followers counts..</p>
4.	Desired Educational Qualification	The candidate should be a graduate or Post Graduate (Preferably in English Literature) from a reputed Govt. University/Institute with good academic background having degree / diploma in Mass Communication/ Journalism with excellent command over written and oral English.
5.	Desired Job Profile	Experience in developing original content for Internet media, brochures, booklets, etc. Must be fluent in writing along with a good command over the English language and grammar. Developing Media Relations / editing news reports, articles, etc.
6.	Desired Experience	1 – 3 years experience in relevant field
7.	Desired Experience in specific area	Web based Digital Marketing
8.	Specific Requirement	Excellent writing, editing and communication skills in English language and computer skills/ internet marketing & usage skills.