



NATIONAL INSTITUTE OF MENTAL HEALTH AND NEURO SCIENCES  
(INSTITUTE OF NATIONAL IMPORTANCE), BENGALURU – 560 029

No.NIMH-PROJ/NOTI./GOK/YS/PBS/PRO/2021-22

Date:09.06.2021

**NOTIFICATION**

Applications are invited from eligible candidates to fill up for the post of **Media Manager/PRO** on contract basis for the GOK funded project entitled “Developing & Implementation in integrated mental health promotion services for youth through district empowerment centres in Karnataka” under Dr. Pradeep B.S, Professor & HOD, Department of Epidemiology & Principal Investigator.

1	<b>Name of the Post</b>	<b>Media Manager/PRO</b>
2	<b>No. of Post</b>	<b>01 (One)</b>
3	<b>Qualification:</b>	<ul style="list-style-type: none"><li>• Undergraduate/Post Graduate in Commerce, Public Relations, Journalism, Communications, Post Graduate Degree/ Diploma in Mass Communication/Business Administration or relevant degree from a recognized institute. 5 to 10 years' experience in Advertising/Media Industry and/or in Social Media Communication or in a similar capacity and role in Developmental/Social Sector Project/s preferred.</li><li>• She/he should have strong communication skills and knowledge of working with MS office, word, power point presentations and other software's used in designing and animations and work experience with shorthand writing.</li><li>• Proficiency in writing, reading and speaking in both Kannada and English is mandatory.</li><li>• Candidates with an experience in developing strategies to build beneficiary need based contents and provide inputs towards streamlining communication requirements of the project would be preferred.</li></ul>
4	<b>Nature of Work:</b>	<p>The incumbent will be responsible for the entire Information Education and Communication component under Yuva Spandana and his/her major duties and responsibilities will include the following:</p> <ul style="list-style-type: none"><li>• Developing Public relations strategies and campaigns</li><li>• Preparing, distributing and coordinating press releases, keynote speeches</li><li>• Building positive relationships with stakeholders, media and the public</li><li>• Develop PR campaigns and media relations strategies</li><li>• Seek opportunities for partnerships, sponsorships and advertising</li><li>• Excellent organizational skills</li><li>• Ability to work well under pressure</li><li>• Creativity and problem-solving aptitude</li><li>• Design and implement social media strategy to align with business goals</li><li>• Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, Instagram, and YouTube, adapting content to suit different channels</li><li>• Strong copywriting, editing and translation skills suitable for each platform, from knowing how to write a successful tweet to using effective storytelling techniques</li><li>• Design and implement strategies to ensure visibility and promotion of the program to reach the beneficiaries</li><li>• Any other work related to the project as directed by the Principal Investigator and Project Coordinators</li></ul>
5	<b>Maximum Age Limit</b>	<b>60 Years (Maximum)</b>
6	<b>Salary</b>	<b>₹40,000/- (consolidated) per month</b>
7	<b>Duration of Post</b>	<b>06 Months</b>

Eligible candidates fulfilling the criteria must email their applications, along with resume and age proof to [yuvaspandana2014@gmail.com](mailto:yuvaspandana2014@gmail.com). The candidates, who apply should invariably mention the Notification No., Date of Birth, Email-ID, Contact No. and Postal Address, failing which the application will not be considered.

Schedule for the online interview through Zoom video conference call will be intimated in due course to the shortlisted candidates. The last date for receipt of filled in softcopy of the applications along with the relevant documents is **16.06.2021**. Applications received later will not be considered.

Sd/-  
REGISTRAR