

No. NCRTC/HR/Rectt./10/2023

Date: 31.03.2023

**VACANCY NOTICE**  
**(No. 10 /2023)**

**REQUIREMENT OF ASSISTANT MANAGER (CORPORATE COMMUNICATION-  
DIGITAL MARKETING & CONTENT MANAGER) ON CONTRACT BASIS**

<b>Commencement of Online Application</b>	<b>Last Date of Online Submission of Application</b>	<b>Date of Reckoned Eligibility</b>
31.03.2023	17.04.2023	31.03.2023

National Capital Region Transport Corporation (NCRTC) – a Joint venture of Govt of India and participating State Governments of Delhi, Haryana, Rajasthan and U.P, under the administrative control of Ministry of Housing and Urban Affairs, is mandated for implementing the Regional Rapid Transit System (RRTS) in National Capital Region (NCR), ensuring a balanced and sustainable urban development through better connectivity and access. The RRTS will be a new, dedicated, high speed, rail based, high capacity, comfortable state of art, world class commuter service connecting regional nodes in NCR. It will provide reliable, high frequency, point to point and safe regional travel at high speed along dedicated pathway for relatively longer distance with fewer stops and at higher speed.

The technology chosen would allow covering distances of 100 km. in an hour with scheduled stoppages. The system would also ensure the convenience of quality last mile connectivity, addressing the needs of all categories of travelers on the network. The corridors being developed under RRTS Phase-1 are **Delhi -Ghaziabad- Meerut, Delhi- Gurugram- SNB - Alwar and Delhi - Panipat**. Once operational, RRTS will be the fastest, the most comfortable and the safest mode of travel in the NCR.

These projects will not only provide a vital new transport infrastructure backbone to the region but also act as a catalyst for development of sub urban centers, providing jobs in the Indian economy and relieving congestion in main cities through faster reliable connections. This high-profile project with high performing teams offers a once in a lifetime opportunity to make a significant and lasting contribution to the life of NCR and the country as a whole. The diversity of individuals and skills we require to complete this task is simply huge. Further, the learning opportunities in an organization that is at its inflexion point of initiating some of the largest infrastructure projects in this country will be immense. The complexity of the project and need to draw upon international learning will offer an accelerated opportunity for skill development of talented and motivated individuals that will further lead to exciting careers prospects for the future. Our motto “**Gati se Pragati**”, applies to both the project and the motivated team that will embark on this journey with us.

**To be part of the journey of NCRTC, interested and eligible candidates can apply for the following vacancies: -**

**A. Details of Vacancies**

<b>Name of the Post/ Pay Scale/ Level</b>	Assistant Manager/ Corporate Communication (Digital Marketing & Content Manager) Rs.50000-160000 (E-2)
<b>Maximum Age (years)</b>	40 Years
<b>No. of Vacancies &amp; Reservation of Post</b>	01 (UR)
<b>Nature of Employment</b>	Contract on Regular pay scale

<b>Emoluments &amp; Place of Posting</b>	The Corporation offers attractive pay, perks and allowances attached to the post/ grade as per company policy. The job is transferable, and the selected candidates can be posted/ transferred to any of the office/ workplace of NCRTC, during the course of their service.		
<b>Qualification</b>	<p><b>Essential-</b> MBA / PGDM / PGDBM (Marketing) or its equivalent with specialization in Marketing (Full Time/ Part Time).</p> <p><b>or</b></p> <p>Post Graduate Diploma/ Degree in Journalism &amp; Mass Communication (Full Time/ Part Time) or its equivalent.</p> <p><b>Preferrable-</b> Certification in Digital Marketing on different media platforms e.g., Brand &amp; Media etc. <b>or</b> Certification in Content Marketing.</p>		
<b>Experience</b>	<p>Minimum 05 years post qualification experience.</p> <p><b>Required Experience: -</b></p> <ul style="list-style-type: none"> <li>- Experience in advertising/ digital marketing</li> <li>- Data Analysis/ Integrating marketing strategy with new technology &amp; tools.</li> <li>- Collaboration with social media agencies</li> <li>- Experience in Content creating.</li> <li>- Managing budgets for mass communication</li> <li>- Coordination with advertising agencies and media outlets</li> <li>- Developing high quality content for website and social media channels.</li> </ul>		
<b>Applicable Medical &amp; Health Standards</b>	- The candidate should not only be suitable in related field, but also should be physically and medically fit enough. In case of selection, candidates will have to undergo a medical examination as per Indian Railways Medical Standard (Executive).		
<b>Mode of Selection</b>	<p>- Based on the eligibility/ experience in the relevant field, shortlisted candidates will be called for interview.</p> <p>- NCRTC reserves the right to conduct a written examination for the post in case the number of applications received from eligible candidates is higher. The details of written examination, if any, shall be communicated to the candidates in advance and candidates have to make their own arrangements for travel and stay.</p>		
<b>Pay Scale/ Pay Package</b>	<b>Candidates Currently working in CDA Scales</b>	<b>Candidates Currently working in IDA Scales</b>	<b>Candidates Currently working with Private Sector</b>
	In pay-scale Rs. 56100-177500 (L10)/ Rs. 53100-167800 (L9) <b>OR</b> 3 years of service in Rs.47600-151100 (L8).	In pay-scale Rs.50000-160000 (E2) <b>OR</b> 3 years of service in Rs.40000-140000 (E1)	Having minimum annual CTC of Rs. 10 Lakhs per annum

- Other terms and conditions of NCRTC shall be applicable.
- Qualification should be obtained from recognized University/Institute/Government Body.
- Number of vacancies are subject to change at any stage of the selection as per the requirement of the Project.
- Reserve candidates applying against unreserved post shall be treated as General category.

## **B. SURETY BOND & PROBATION PERIOD**

The candidates selected shall have to execute a Surety Bond of Rs. 2,00,000 plus GST and cost of training, if any, to serve the Corporation for a minimum period of 02 (Two) years. A three months' prior notice will be required before seeking resignation from the Corporation. After joining, the employee has to undergo a probation period as per Corporation policy.

### **C. TERM OF CONTRACTUAL EMPLOYMENT:**

The appointment shall be made purely on contract basis for a period of 03 (Three) years, which will be reviewed every year. After completion of 03 (Three) years contractual employment, services may be extended further/ terminated, subject to the requirement of the Corporation and on performance of the employee. In case of non-requirement or performance not found satisfactory, the services shall be terminated.

### **D. CHARACTER & ANTECEDENTS:**

The success in the selection process does not confer any right to appointment unless the character & antecedents are found satisfactory after such an enquiry, that the candidate having regard to his / her character & antecedents is suitable in all respects for appointment to the service.

### **E. HOW TO APPLY:**

Applications will be accepted ONLINE through the link provided in the “Career section” of the NCRTC website i.e. <https://www.ncrtc.in>. Candidates are required to upload recent passport sized photograph & signatures (not more than 3 months old), Scanned copies of following documents shall be kept ready while filling online application form.

### **DOCUMENTS REQUIRED:**

The application should be supported with the following documents: -

- (i) Copies of Educational Certificates (Matriculation onwards)
- (ii) Appointment letter along with joining and latest salary slip of current organization.
- (iii) Experience Certificate/s & Duty allocation orders
- (iv) Copies of the APARs
- (v) Office order showing promotion to present grade.
- (vi) Experience /Service Certificate/ Relieving order issued by organization. (It should indicate date of joining and date of relieving from each organization where worked along with designations).

**Application without supporting certificates/ documents, as mentioned above, shall be summarily rejected.**

Soon after submission of online application, a print-out of the same along with supporting documents, should be sent to the below mentioned address through post/ by hand within 5 days from closing of the applications:

**Career Cell,  
HR Department,  
National Capital Region Transport Corporation,  
GatiShakti Bhawan, INA,  
New Delhi-110023**

Envelope containing the print-out of application and supporting documents, should be super scribed as-

**“APPLICATION FOR THE POST OF –ASSISTANT MANAGER/ CORPORATE COMMUNICATION (DIGITAL MARKETING & CONTENT MANAGER)”**

### **F. GENERAL INSTRUCTIONS:**

1. Incomplete application without supporting documents shall summarily reject the candidature.
2. Before applying, the candidate should ensure that he/ she fulfills the eligibility criteria and other norms mentioned in this advertisement. Scanned copies of passport sized photograph, signature, educational certificates, and experience certificate should be kept ready, as these documents would be required to be uploaded at the time of filling up of online application form.
3. Candidates are advised to apply before the closing date, to avoid any difficulty at last movement.
4. Teaching experience shall not be considered.

5. Candidates working with Government sector on lumpsum CTC will be treated as private sector employees.
6. All information regarding this recruitment process would be made available in the career section of NCRTC website, i.e. [www.ncrtc.in](http://www.ncrtc.in), only. Applicants are advised to check the website periodically for important updates.
7. In case of any query the same may be sent to [recttquery@ncrtc.in](mailto:recttquery@ncrtc.in) with “POST- ASSISTANT MANAGER (CC- Digital Marketing & Content Manager)- 10/2023” in the Subject Line. Candidates are advised to add this e-mail ID to their address book. NCRTC will not be responsible for non-delivery of e-mail/ delivery of e-mail to junk or spam folder. Contact No. 011-24666700 (10:00 AM to 4:30 PM).

**Canvassing in any form shall disqualify the candidate.**

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