

Be a part of the Team that drives the UID Project

Position: General Manager (Media, Communication & Public Outreach)

Location: New Delhi

Job Profile:

- Responsible for media management and public outreach for UIDAI
- Create quarterly media calendar, share and get approvals from senior leaders and plan and initiate activities to achieve the agreed communication objectives
- Independently handle and execute public relations, press interactions and timely press coverage for UIDAI
- Work in close association with the CEO, UIDAI to ensure effective media coverage
- Complete ownership of media relations including press coverage, media management, arranging interviews, managing press conferences and coordinating with all stakeholders for maximum media coverage for UIDAI
- Complete ownership of producing IEC and publicity material like brochures, docketts etc while ensuring necessary approvals from senior officials (within or outside UIDAI)
- Oversee the implementation of communication and public outreach campaigns
- Identify bottlenecks in campaign implementation and ensure resolution
- Track, prepare and share timely reports on all media activities. Derive metrics to analyse the impact and suggest ways to improve the communication process

Qualification & Experience

Educational Qualification

- Graduate with PG Diploma in Journalism and Mass Communication OR Bachelor's or Master's degree in Mass Communication or Marketing
- Candidates from other streams with relevant work experience can also apply

Experience

- 15-18 years
- At least 5 years of experience in working at a national media house
- At least 5 years of experience of managing communication activities (press release creation and distribution, arranging press meets and press conferences and media relations management) in a public sector organisation

Additional Requirement

- Fair understanding of government/ public sector organisation and its processes

- Excellent media relations (especially with journalists who cover government sector)
- Experience in arranging and managing events that have presence of ministers, media personnel and senior government officials on short notice
- Experience in creating official communication material on short notice
- Proficiency in MS Office
- Excellent Communication skills (written and oral) in both Hindi and English must
- Ability to work independently with minimal supervision and also as a team player
- Willing to travel when required

Contract Tenure: 2 years

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