



पुणे महानगरपालिका

जाहिरात प्रकटन

माहिती व तंत्रज्ञान विभाग, पुणे महानगरपालिका

सावरकर भवन, शिवाजीनगर, पुणे -५.

Walk In Interview

६ महिने करार पध्दतीने सेवा घेणेबाबत.

पुणे महानगरपालिका प्रशासनाकडील माहिती व तंत्रज्ञान विभागाकडील सोशल मिडीया सेल करीता ६ महिने एकवट वेतन कंत्राटी करार पध्दतीने खालील पदांसाठी निवडयादी तयार करणेकरीता खालील प्रमाणे शैक्षणिक पात्रता व अनुभव धारक उमेदवारांकडून अर्ज मागविणेत येत आहेत.

अ.क्र.	पदनाम	एकवट वेतन	शैक्षणिक/तांत्रिक पात्रता	अनुभव	पदसंख्या
१	Content Writer	Rs. 30,000/-	<ul style="list-style-type: none">Bachelors or advanced degree in journalism, social sciences or relatedThree years of experience with online content management and creation, in particular training materialsProficiency in English and Marathi requiredStrong written communication skillsDemonstrated experience working with non-profit sector and/or international organizations	<ul style="list-style-type: none">Familiarity with non-profit sector on a local and/or regional levelOnline content editing and writing – Deep proficiency in executing, leading, or advising on drafting communication/online materials that leverage SEO strategies, and methodologies that maximize online content's effectivenessProject and content management - Proven ability to manage online content production and flows including training materials and online tools;Teamwork - Values working in collaboration and respecting the views of others; understands differences in culture.	१
२	Content Designer	Rs. 30,000/-	<ul style="list-style-type: none">Bachelor's degree, 2-3 year experience in web related marketing and developmentGood knowledge on information mapping, HTML, macromedia flash, MS- FrontPage and other web tools such as Ad words, exact target etc. holds additional advantage to this profession.Excellent online communications, writing skills, good listening skills, multi-tasking skills, ability to work individually are common	<ul style="list-style-type: none">Application : MS-OfficeOS/Environment : WindowsPublishing Tools : MS Word, MS PowerPoint, MS ExcelAdditional Skills : Visio, Flash, Photoshop, CorelDraw.	१

			<p>skills expected of a content developer.</p> <ul style="list-style-type: none"> • It Should be able to think and solve critical issues creatively and help increase ROI of the business. 		
३	Content Manager	Rs. 35,000/-	<ul style="list-style-type: none"> • Bachelor's degree, 2-3 year experience in web related marketing and development • Good knowledge on information mapping, HTML, macromedia flash, MS- FrontPage and other web tools such as Ad words, exact target etc. holds additional advantage to this profession. • Proficiency in English and Marathi required. • Strong written communication skills • Excellent online communications, writing skills, good listening skills, multi-tasking skills, ability to work individually are common skills expected of a content developer. • It Should be able to think and solve critical issues creatively and help increase ROI of the business. 	<ul style="list-style-type: none"> • Strong writing, editing, and proofreading skills • Experience in content management and proofing for all channels mediums in Marathi and English languages. • Experience in writing for the web, content management and internet research • Experience with social networks and implementation of social media marketing • Experience with HTML, CSS, and working with content management systems (CMS) 	१
४	Social Media Manager	Rs. 45,000/-	<ul style="list-style-type: none"> • Bachelors Degree in Communications/ Marketing/ Business/ Public Relations • Proven working experience in social media or related field • Excellent consulting, writing, editing (photo/video/text), presentation and communication skills • Demonstrable social networking experience and social analytics tools knowledge • Adequate knowledge of web design, web development, CRO and SEO • Knowledge of online marketing and good understanding of major marketing channels • Positive attitude, detail and customer oriented with good multitasking and organizational ability • Fluency in English and Marathi . 		१

अटी व शर्ती

१. अर्जासोअबत शैक्षणीक पात्रता व अनुभवाच्या दाखल्याची साक्षांकीत प्रत जोडणे आवश्यक आहे तसेच उमेदवाराने अर्जावर स्वतःचा एक पासपोर्ट साईज फोटो लावावा.
२. विहीत पात्रता धारण न करणाऱ्या उमेदवारांचे अर्ज, अपुर्ण वा चुकीचे भरलेले अर्ज, वय, शैक्षणिक / व्यवसायीक अर्हता तसेच फोटो नसलेले, अर्जावर स्वाक्षरी नसलेले, खाडाखोड केलेले, विसंगत माहिती असलेले अर्ज अपात्र समजले जातील. अपात्र ठरलेल्या अर्जांच्या बाबतीत कोणताही पत्रव्यवहार केला जाणार नाही याची नोंद घ्यावी.
३. अरील पदांवरील नेमणूका दरमहा एकवट वेतनावर करार पध्दतीने व सहा महिने तात्पुरत्या कालावधी साठी केल्या जातील त्यानंतर करार संपुष्टात येईल.
४. रिक्त पदांच्या तुलनेत अधिक अर्ज प्राप्त झाल्यास गुणवत्तेचे योग्य ते निकष लावून मुलाखतीस बोलावण्यात येईल.
५. मुलाखतीस बोलाविण्यात आलेल्या उमेदवारांना मुलाखतीस स्वखर्चाने उपस्थित रहावे लागेल.
६. महानगरपालिकेमध्ये अशा स्वरूपाच्या कामाचा अनुभव असल्यास प्राधान्याने विचार केला जाईल.
७. मुलाखतीस बोलावण्याचे अंतिम अधिकार मा. महापालिका आयुक्त यांनी राखून ठेवले आहेत.
८. वरील पदांसाठी मुलाखत शुक्रवार दि. १९/०५/२०१७ रोजी सकाळी ११:०० वाजता स्वा. वीर सावरकर भवन दुसरा मजला माहिती व तंत्रज्ञान विभाग बालगंधर्व रंग मंदिर शेजारी, शिवाजी नगर पुणे ४११००५. येथे घेण्यात येईल.
९. सदर नियुक्त्या करार पध्दतीने होणार असल्याने निवड झालेल्या उमेदवारांना मनपाच्या आस्थापनेवरील कोणत्याही पदावर नियुक्तीकरिता हक्क सांगता येणार नाही. तसेच मनपा कर्मचाऱ्यांना अनुज्ञेय असलेले कोणतेही लाभ मिळणेत ते पात्र ठरणार नाही.

महापालिका आयुक्त

पुणे महानगरपालिका

Roles and Responsibilities

1. Content Manager

- **Write** and schedules **content** online; maintains organization web pages and blog(s)
- Work with developers/IT staff to assess any technical challenges (technical troubleshooting) in displaying the **content**
- Help develop & document procedures to manage web **content**.
- Moderates user-generated **content**.
- Help plan and implement social marketing campaigns for specific citizen awareness and brand building.
- Keep up-to- date with best practices in **writing** for the web, social media trends, web usability, web design, and business/industry trends.
- Coordinate with social media manager for brand management.
- Prepare internal and external communications including announcements, press releases, posters, banners, analytics reports, presentations, technical documentation, etc. as needed.
- Develop and implement a comprehensive marketing plan to include social media, (Facebook, Twitter, Instagram, LinkedIn and YouTube) print and online advertising (runners world, running calendars, google, Active.com, etc.) and grass roots campaigns (distribution of application, training runs, promotional codes, etc.).
- Manage regular online newsletters
- Enhance social media outlets and opportunities to maintain communication and builds citizen awareness
- Content management for all channels in Marathi and English language.
- Track and analyze website and social media performance
- Managing mass outbound communication
 - **Content** for AVs, videos and GIFs
 - **Content** for Social media
 - Expert digital marketing skills
 - Building brand awareness

2. Content Writer

- Ensuring / doing development of messages for various communications channels.
- Contributing ideas to how and where messages are delivered.
- Presenting and defending the firm's content development work.
- Write and post content online, maintain company Web pages and blog(s).
- Contribute to / update the company's social sites like Facebook and Twitter.
- Help develop and document procedures to manage Web Content.
- Moderate content as it is contributed to the website by external sources.
- Manage content to be published on City Notice Board as submitted by departments.
- Help plan and implement social marketing campaign for specific marketing goals.
- Prepare internal and external communications including announcements, press release, quarterly corporate reports, presentations, technical documentation, sales support, etc. as needed.
- Research and write accurate documents including; but not restricted to, Case studies White papers Web content Articles Blogs that conforms to company writing style

- Contribute to technical writing processes and standards
- From a schedule for applying regular updates to all documentation, as and when new features are released
- Create concise user documentation for how-to manuals and on-line documentation
- Writing internal press releases geared to the local, national and industry press and research-based articles and blogs on web practices, SEM and other topics as assigned

3. Content Designer

- Ensuring designing of templates formats for messages for various communications channels
- Contributing ideas to how and where messages are delivered
- Assuring that the firm's branded content work is relevant, engaging, and effective
- Working directly with client managers, brand strategists, project manager, and other associate on assigned projects for their demands of creating content formats for various channels
- Developing user stories and quotes for use in a variety of marketing collateral
- Composing newsletters and other marketing collateral
- Creating templates, scripts and web forms for departments and groups
- Editing documents from multiple sources to achieve a consistent style and voice
- Expertise in information Development- written, re-written, reviewed content, edited news and feature articles, editorial content, headlines and caption
- Hands-on experience as a content and promotional copy writer and editing skills
- Basic knowledge of SEO in terms of creating content that drives users to web site
- Thorough knowledge of developing, writing and measuring the success of email campaigns
- Excellent editing, and proof-reading skills
- Sound knowledge of using and analyzing social media outlets and opportunities
- Strong analytical skills and ability to plan and prioritize.

4. Social Media Manager

- Built and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, image, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages written each platform to increase the visibility of company's social content
- Monitor city notice board for PMC to communicate key messages to citizens
- Create internal guidelines/ policy for usage of social media by PMC staff
- Promote use of social media amongst department users for positive image creation amongst Pune citizens
- Moderate all user- generated content in line with the moderation policy for each community
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Developing ideas and messages to communicate and persuade at various points of contact with the brand
- Collaborate with other departments (citizen relations, etc.) to manage reputation, identify key players and coordinate actions
- Periodic reporting to Head of Department IT and PMC Commissioner
- Conducting periodic citizen engaging initiatives (large scale initiatives)