

# **Terms of Reference for Communication Executive**

## **Assam Skill University Project**

### **A. Background of the Project:**

The Assam Skill University is being setup under External Aid Project (EAP) funded Asian Development Bank. The value of Project is \$140 Million (Rs.1,016.68 Cr) including the government share of 20%. The state government has allotted 250 bighas of land in Mangaldai for the Assam Skill University. The university has started its initial activities from city office at Guwahati and the construction work has started from the month of November, 2022 at Mangaldai campus as well.

Project Management Unit (PMU) of Assam Skill University is responsible for day-to-day management of the Assam Skill University Project.

### **Name of the Post- Communication Executive**

#### **Qualification:**

- Essential: Graduate/ PG Diploma in Mass Communication/Journalism/Media.

Desirable:

- Certificate course in graphic designing.

Experience:

- Experience of 3 (Three) or more years of experience in graphic design/content writing, communication / public relations & events/ journalism or related areas is desirable.
- Computer Skills: Advanced skills in Microsoft Office software including in MS Word, MS Excel, MS Power Point, etc., and Internet, email etc.
- Well versed with DTP/designing software such as Adobe Photoshop, Crawl Draw.
- Excellent organizational skills;
- Ability to work both independently and as well as in a team;
- Strong communication skills with the ability to clearly and concisely convey necessary information, explain reasoning, and support conclusions using data and facts;
- Good command over Assamese and English and oral communication skills;

#### **Brief Job Description:**

The Communication Executive will be responsible for designing the basic creatives, writing content and managing day-to-day communication tasks with the project team, ensuring high levels of dedication, integrity, and ethical behaviour. The incumbent will avoid conflicts of interest, maintain confidentiality of project information, and contribute to the successful execution of communication strategies under the guidance of Communication Manager or superior authority.

#### **Key Responsibilities:**

##### **1. Communications Implementation:**

- Oversee the implementation of a comprehensive communication for the project.
- Create and manage an associated work plan for effective communication as assigned by or report to Communication Manager.

##### **2. Design and Development:**

- Create and develop designs for a variety of media, including print, digital, and social media.
- Produce high-quality graphics, illustrations, logos, brochures, websites, and other visual materials.
- Coordinate with the marketing and communication teams/vendors to develop design concepts and campaigns.
- Ensure all materials align with the established Communications Strategy.

##### **3. Media Relations:**

- Manage the project's interface with the media on a daily basis.
- Draft press releases, media advisories, and talking points for media interviews.
- Organize press conferences, media site visits, and coordinate interviews to ensure rapid and accurate dissemination of project information and achievements.
- Monitor daily media coverage for articles relevant to the program.

#### 4. Web & Social Media:

- Develop and manage project-related information on the Assam Skill University's website and social media channels.
- Ensure quality, tone, and consistency of core messaging in line with governance mechanisms, including information security and up-to-date social media and website practices.

#### 5. Special Events:

- Lead and support the preparation of advocacy/dissemination activities, exhibitions, workshops, seminars, and multimedia campaigns.

#### **Remuneration:**

- The monthly remuneration would be Rs.35000/- to Rs.50000/- per month depending on the candidate's qualification, experience and competency and will be fixed during negotiation. Taxes as applicable shall be dealt with as per applicable laws.
- In exceptional cases, if the last drawn salary is higher than the maximum salary assigned for the position the CEO-ASUP may fix the salary with some hike based on the last drawn salary by such candidates.

**Age:** Age of the candidate should not be more than 38 years as on 16.08.2024. However, in case of exceptionally talented candidate having wide relevant experience this requirement may be relaxed.

#### **Tenure / Duration:**

The contract will be initially for a period of Eleven Months (11 months) with a provision of further extension of Eleven Months (11 months) up to the end of the project subject to satisfactory performance.

#### **Other Terms & Conditions-**

- a. No TA/DA is payable for attending the personal interview/ Test.
- b. ASUP reserves the right to modify the required qualification/ experience at any stage during the recruitment process depending on the number of applicants.
- c. In case, sufficient candidates with requisite experience in the field cited above are not available, ASUP may select candidates having lesser years of experience for appointment.
- d. Last Date of submission of application- **16.08.2024 up to 5.00 P.M.**
- e. The Candidates are advised to keep on visiting the website of the University for related updates including any corrigendum/addendum, date of test/ interview/ list of shortlisted candidates etc. Further, no information in respect of this advertisement shall be published in the newspaper.
- f. Any matters which are not specially mentioned in this advertisement will be decided by the Selection Committee.
- g. The Authority reserves the right to cancel/ postpone the advertisement without assigning any reason thereof.
- h. Completed application in the prescribed form along with scanned copies of self-attached documents of qualification and experience should be emailed to **asup.recruitment@gmail.com** or hardcopies of the same may be submitted to-

**The Chief Executive Officer,  
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