

## **EMPLOYMENT NOTICE**

**Employment Notice No: APDC/VACANCIES/01/2024**

(Published on 09-09-2024 in our APDC website, <https://www.apdc.ap.gov.in/> and in I&PR Department website <http://ipr.ap.gov.in/>)

### **ANDHRA PRADESH DIGITAL CORPORATION LIMITED (APDC)**

**(100% State Owned Company)**

**General Administration (I&PR) Department,**

**Government of Andhra Pradesh**

**2<sup>nd</sup> Floor, Infosight Building, Tadepalli - 522501**

APDC invites applications for the following positions from qualified and experienced candidates for employment on outsourcing/temporary to work at Peshi of Ministers:

**(1). Post CODE: APDC/OS/SME/01**

**Name of the Post: Social Media Executive**

**Number of Vacancies: 24**

**Mode of Appointment: On Outsourcing basis**

**Essential Qualification: B.E/B.tech from recognized university with relevant experience**

**Experience Required:**

- Prior experience with digital content creation/promotion.
- Having in-depth knowledge in the concerned department/Portfolio activities and social media accounts and ensure brand consistency in all social media messages, produce reports, etc.
- Create relevant and versatile content to engage target audiences, promote govt brand and drive engagement.
- Collaborate with designers, photographers, videographers, writers, or subject-matter experts to optimize content that resonates with the public.
- Report and analyze the performance of social media campaigns and provide insights on performance metrics.
- Manage outreach with third-party influencers and plan live events, webinars or conferences.
- Lead and instruct cross-functional teams (content, graphics, and marketing) in a fast-paced environment with multiple deadlines.
- The candidate must have strong note-taking skills, attention to detail, and the ability to produce clear and concise meeting minutes that reflect the proceedings accurately.
- Familiarity with government protocols and terminology.
- The incumbent will be responsible for attending and accurately documenting minutes for various government meetings and programs includes recording key discussions, decisions, action items, and any follow-up tasks as determined during meetings.
- Fact-Checking Claims: Verify the accuracy of statements, data, and information across various media, including news articles, social media posts, and public statements.
- Interact with Sources: Contact experts, organizations, departments, portfolio or individuals for clarification or additional information when necessary.
- Collaborate with Team Members: Work with other fact-checkers, journalists, or editorial staff to ensure consistency and accuracy in the final content.
- Review Content: Proof read and review fact-checked content to ensure it meets the govt standards for accuracy and clarity.
- Identify Errors: Spot and correct any inaccuracies or inconsistencies in the information.
- Maintain Objectivity: Ensure that personal biases do not influence the fact-checking process.
- Follow Protocols: Adhere to established fact-checking guidelines and ethical standards set by the organization.
- Respond to Inquiries: Address questions or concerns from the public regarding fact-checked content and the reality of content.

**Training Period:** Your appointment with APDC is subject to a training period of two months, commencing from the start date of your employment.

**Assessment and Confirmation:** At the end of the training period, your performance and suitability for the position will be assessed. Confirmation of your appointment to the applied role will be contingent upon satisfactory completion of the training period, as determined by APDC.

**Consolidated Remuneration Per Month:** Rs. 50,000/- (Subject to outcome of Govt orders in this regard).

**(2). Post CODE: APDC/OS/SMA/02**

**Name of the Post: Social Media Assistants**

**Number of Vacancies: 24**

**Mode of Appointment: On Outsourcing basis**

**Essential Qualification: Any Degree from recognized university with relevant experience**

**Experience Required:**

- Experience in social media wings of any organizations or freelance digital blogger Plan and execute strategies to build brand awareness and engagement across various social media platforms.
- Research and analyze concerned department/portfolio trends, audience behaviors, and competitor insights.
- This should be done using tools like Facebook Insights, Google Analytics, Hoot suite, and more.
- Having the ability to take photos, videos, and write content
- Create and curate high-quality content in various formats. These include images, videos, info graphics, and podcasts that align with the govt voice.
- Manage social media accounts and communities. This includes scheduling, publishing, moderating, and responding to messages, comments, and reviews.
- Analyze and report social media performance metrics and insights. It includes reach, engagement, conversions. Create regular reports and dashboards highlighting key metrics and trends.
- Staying up-to-date with social media trends, tools, and policies.
- Engage with influencers, partners, or brand ambassadors to amplify content reach.
- Support social media crisis management by responding promptly to negative feedback or issues. This way, it cannot harm the Govt reputation.
- Fact-Checking Claims: Verify the accuracy of statements, data, and information across various media, including news articles, social media posts, and public statements.
- Source Verification: Confirm the reliability and credibility of sources cited in the information being fact-checked.
- Conduct Research: Perform thorough research using databases, academic papers, credible websites, and expert opinions to substantiate or refute claims using fact check search engine tools
- Analyze Data: Evaluate statistical data and other quantitative information to ensure it is presented accurately and in context.
- Document Findings: Maintain detailed records of the fact-checking process, including sources consulted, methodologies used, and the conclusions reached.
- Prepare Reports: Create clear, concise reports summarizing the fact-checking results, including any corrections or clarifications needed.

**Training Period:** Your appointment with APDC is subject to a training period of two months, commencing from the start date of your employment.

**Assessment and Confirmation:** At the end of the training period, your performance and suitability for the position will be assessed. Confirmation of your appointment to the applied role will be contingent upon satisfactory completion of the training period, as determined by APDC.

**Consolidated Remuneration Per Month: Rs.30,000/- (Subject to outcome of Govt orders in this regard).**

**Note:**

- (a). Only shortlisted candidates will be intimated and called for a Personal Interview through Physical/Online (Zoom/Skype/Google Meet).
- (b). The selected candidates will be hired on out-sourcing basis purely on temporary basis and will be paid consolidated/fixed remuneration per month.
- (c). Selection process includes skill-test, so it is advised to apply only if you have prior experience as per the above- mentioned criteria.
- (d). It is mandatory for all the Candidates to enclose soft/scan copy of documents in a single PDF file not exceeding 5MB (like Passport Size Photo along with Signature, Date of Birth Proof, Community Certificate for SC/ST/BC, and Educational Qualifications from SSC, Intermediate, Degree and PG).
- (e). Candidates found not suitable for the job, or if their services are not required any further or those who have not performed as per the requirements of APDC, shall be liable to be terminated without any notice.
- (f). Age limit/Age Relaxation is as per Government norms.
- (g). Remuneration will be according to Government Norms and decided by the Selection Committee.
- (h). While applying, please mention the Post Code (Position applying for) in the Subject of your email.
- (i). Selection process through Personal Interviews for the post of serial numbers 1, 2. So it is advised to apply only if you have prior experience as per the above-mentioned criteria.
- (j). Your appointment with APDC is subject to a training period of two months, commencing from the start date of your employment.
- (k). At the end of the training period, your performance and suitability for the position will be assessed. Confirmation of your appointment to the appointed role of will be contingent upon satisfactory completion of the training period, as determined by APDC.

For More details, please find our advertisement kept on 09-09-2024 in our website <https://www.apdc.ap.gov.in/> and I&PR Website <http://ipr.ap.gov.in/>

Interested candidates may apply via email [info.apdcl@gmail.com](mailto:info.apdcl@gmail.com): Please email your most recent resume/CV with a cover letter. **(Applications without Covering Letter will not be considered)**

It is instructed that the candidates are only required to submit self-attested covering letters stating for which post they are applying and no recommendation letters will be Entertained. If any recommendation letter is submitted, the concerned application will be rejected.

Any queries please email us to [info.apdcl@gmail.com](mailto:info.apdcl@gmail.com)

The last date/time for submission of applications through email on or before **5:00 PM of 23-09-2024**.

Date: 08-09-2024.

Place: Vijayawada

Sd/-  
Managing Director  
AP Digital Corporation Limited (APDC)