

Marking Summary - PR Expert Digital Media					
S. No.	Criteria	Supporting Documents Required	Max Marks	Applicant's Credentials	Marks Awarded
Preferred Qualification and Experience					
1	Total post-qualification experience in Journalism / Public Relations / Marketing: Max 25 marks 5 marks for each additional completed year (over 10 years minimum exp)	Relevant documents clearly establishing Work experience start and end dates.	25		
2	Digital media management experience (social media like Facebook, Twitter, LinkedIn, online websites, email, SEO/SEM and others) - Max 35 marks 5 marks for each completed year of such experience	Relevant documents establishing Work experience in the domain clearly establishing start and end dates.	35		
3	Experience of handling digital media management (social media, web, marketing database, email etc.) in state / central government / bilateral / multilateral organizations (e.g. World bank, DFID, UNDP, ADB, WHO, NRHM) - Max 10 marks 5 marks for each completed year of such experience	Relevant documents establishing Work experience in such organisations clearly establishing start and end dates.	10		
4	Master's degree in Mass Communication / Journalism / Public Relations - Max 20 marks	Relevant Educational Qualification degree / marksheet (Other than the one which has been considered as Minimum Qualification)	20		
5	Certificates / Courses in relevant areas - Max 5 marks	Relevant Certificates / Courses documents	5		
6	Honors / Awards in relevant area - Max 5 marks	Relevant documents regarding Honors / Awards conferred to the Applicant	5		
Total Marks on Preferred Qualification and Experience			100		
A	Weighted marks on Preferred Qualification and Experience (@40%)		40		
Cut-off Marks @60% of weighted Marks on Preferred Qualification and Experience			24		

Key Accountabilities					
1	Oversee design of various State and Department social media pages and profiles (i.e. Facebook profile, landing pages, Twitter profile, blogs etc.) Drive design and management of key State promotions and social ad campaigns Devise strategies and plans to develop and expand community and/ or blogger outreach efforts	Supporting documents to establish candidates experience in - design of social media plan / promotion and ad campaigns / strategy etc. in related domain Brief Description supporting applicant's suitability for the position	15 10 Only if Supported with document(s)		
2	Review analysis and information provided by Research & Data Analytics team, draw conclusions and insights and devise strategies and plans to resolve issues if any and / or promote State image Review results and provide insights to Government and State Department leadership, at request or at own initiative, regarding quantitative and qualitative developments within own expertise, by means of periodical and ad hoc reports and/or analyses	Published research work / articles in journals / websites in relevant domain of digital media	25		
3	Attract, lead, coach, develop employees, provide feedback and ensure staffing within own team Drive the social media training for all concerned team members and brief them on the Government and Department messaging	Documents establishing applicant's experience in capacity building in relevant domain such as training / development of modules / speaker at forums etc.	25		
4	Liaison / Establish and Build partnerships with important national /international level bodies in the relevant domain	Documents establishing applicant's engagement with such organisations such as Authorisation letter / Office Order / Appreciation letter / Engagement Letter / co-author of reports / participation in meeting with such agencies etc.	25		
Total Marks on Key Accountabilities			100		
B	Weighted marks on Key Accountabilities (@60%)		60		
Cut-off Marks @60% of Weighted marks on Key Accountabilities			36		

Grand Total of Weighted Marks (A + B)