



# MEGHALAYA BASIN MANAGEMENT AGENCY (MBMA)

Regd. Address: House No L/ A-56 Lower Nongrim Hills

Shillong East Khasi Hills Meghalaya- 793003

(CIN No. U75144ML2012NPL008509)

Phone: +91-364- 2522921/2522992

Website: [www.mbda.gov.in](http://www.mbda.gov.in)

## ADVERTISEMENT

**MBDA/MBMA-4/2013/1000**

**Dated Shillong, the 18<sup>th</sup> April, 2019**

The Meghalaya Basin Management Agency (MBMA) invites applications from eligible candidate in prescribed format to fill up the following position on contractual basis. The application form, advertisement, notification and Terms of Reference are available on the MBMA's website <https://www.mbda.gov.in>

### 1. Position:

Sl. No.	Name of the Position	Educational Qualification	Experience & Skills Required	Job Location	Monthly Emolument
1.1	Social Media Specialist	<ul style="list-style-type: none"><li>- Graduate or Post Graduate or equivalent in Mass Communications &amp; Journalism or other related fields.</li><li>- Candidates from other disciplines but with exceptional demonstrated skills may also apply.</li></ul>	<p>At-least 5 years of communications experience particularly in rural development with excellent knowledge in the following skills;</p> <ul style="list-style-type: none"><li>a) Proven work experience as a Social media manager</li><li>b) Hands on experience in content management</li><li>c) Excellent copywriting skills</li><li>d) Ability to deliver creative content (text, image and video)</li><li>e) Solid knowledge of SEO, keyword research and Google Analytics</li><li>f) Familiarity with web design</li><li>g) Excellent communication skills</li><li>h) Analytical and multitasking skills</li></ul>	Shillong	Rs. 30,000/-

- Notification and prescribed application form can be downloaded from the website, [www.mbda.gov.in](http://www.mbda.gov.in) or can be obtained free of cost from the **O/o Meghalaya Basin Management Agency, C/o, Meghalaya State Housing Cooperative Society Ltd. Campus, Nongrim Hills, Shillong.**
- Details about the pre-requisite qualifications, experience and monthly remuneration for the mentioned positions may be seen in the notification.
- Candidates are advised to read carefully the eligibility criteria and other conditions prescribed for each post before applying.
- Application form duly filled along with self attested credentials should only be submitted to the **O/o Meghalaya Basin Management Agency, C/o, Meghalaya State Housing Cooperative Society Ltd. Campus, Nongrim Hills, Shillong, Meghalaya-793003.**
- For out station candidate**, the duly filled application form and documents should only be submitted via e-mail to [recruitmentmbda@gmail.com](mailto:recruitmentmbda@gmail.com) clearly indicating name of the position in the subject line.
- Last date for receipt of applications is **30<sup>th</sup> April 2019 (upto 5.00 p.m.)**. Application received after the last date will be not be entertained and MBMA will not be responsible for any kind of postal loss or transit delay.

**Sd/**

Chief Executive Officer

Meghalaya Basin Management Agency

Meghalaya State Housing Financing Cooperative Society Ltd. Campus

Nongrim Hills, Shillong, Meghalaya-793003



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## NOTIFICATION

**MBDA/MBMA-4/2013/1001**

**Dated Shillong, the 18<sup>th</sup> April, 2019**

The Meghalaya Basin Management Agency (MBMA) invites applications from eligible candidate in prescribed format to fill up the following positions on contractual basis. The application form, advertisement, notification and Terms of Reference are available on the MBMA's website <https://www.mbda.gov.in>

### Vacant Positions:

Sl. No.	Name of the Position	Educational Qualification	Minimum Experience Required	Vacancy	Job Location	Monthly Emolument
1.1	Social Media Specialist	<ul style="list-style-type: none"><li>- Graduate or Post Graduate or equivalent in Mass Communications &amp; Journalism or other related fields.</li><li>- Candidates from other disciplines but with exceptional demonstrated skills may also apply.</li></ul>	<ul style="list-style-type: none"><li>- Atleast 5 Years of Communications Experience particularly in rural development.</li></ul> <p><b>Skills:</b></p> <ul style="list-style-type: none"><li>- Proven work experience as a Social Media Manager.</li><li>- Hands on experience in content Management</li><li>- Excellent copywriting skills</li><li>- Ability to deliver creative content (text, image and video)</li><li>- Solid Knowledge of SEO, Keyword research and Google Analytics</li><li>- Familiarity with web design</li><li>- Excellent communication skills (written and verbal)</li><li>- Analytical and multitasking skills.</li></ul>	01 (one)	Shillong	Rs.30,000

### 1. Essential Skills:

1.1 Good communication skills, written and verbal as well as familiarity with Word Processing, Spread Sheets and Power Presentation are essential for all position.

### 2. Age Limit:

2.1 The age limit is 22 to 45 years.

### 3. Place of Posting:

3.1 Selected candidates shall be posted at the location mentioned above. However, the work will entail frequent travelling to the project cluster/village.

### 4. Remuneration:

4.1 The monthly emolument shall be as mentioned above.

4.2 House Rent Allowance (HRA) & Mobile Allowance will be included additionally as may be admissible from time to time.

4.3 EPF contributions from both employee and employer.



**5. Period of Contract:**

5.1 Selected candidates shall be given a one (1) year contract. The contract may be renewed subject to the satisfaction of MBMA and continuance of the project.

5.2 A detailed document of terms and conditions of engagement would be provided to the selected candidates and a deed agreement would have to be signed by the selected candidates with the MBMA to that effect.

**6. Prescribed Application Form:**

6.1 Prescribe application form can be downloaded from MBDA website, [www.mbda.gov.in](http://www.mbda.gov.in) or can be obtained free of cost from the O/o Meghalaya Basin Management Agency, C/o, Meghalaya State Housing Cooperative Society Ltd. Campus, Nongrim Hills, Shillong, Meghalaya-793003.

**7. Submission of Application Form:**

7.1 Candidates are advised to read carefully the eligibility criteria and other conditions prescribed for each post before applying.

7.2 Application form duly filled along with self attested credentials should only be submitted to the O/o Meghalaya Basin Management Agency, C/o, Meghalaya State Housing Cooperative Society Ltd. Campus, Nongrim Hills, Shillong, Meghalaya – 793003.

7.3 For out station candidate, the duly filled application form and documents should only be submitted via e-mail to [recruitmentmbda@gmail.com](mailto:recruitmentmbda@gmail.com) clearly indicating name of the position in the subject line.

7.4 Candidate must enclose along with the Application Form, recent passport size photograph, self attested copies of educational qualifications, mark-sheets, age certificate, experience certificate, etc

7.5 In respect of Candidates who are currently in services, shall submit the “No Objection Certificate” from the Employer when called for the personal interview.

7.6 Incomplete application shall not be entertained and is liable to be rejected. However, an extra sheet of A4 size may be attached, wherever necessary, mentioning the serial no.

7.7 Last date for receipt of applications is **30<sup>th</sup> April 2019 (upto 5.00 p.m.)**. Application received after the last date will be not be entertained and MBMA will not be responsible for any kind of postal loss or transit delay.

**8. Selection Process:**

8.1 There will be written test and personal interview for the position. Written test will comprise of Subject Matter Knowledge, General Knowledge, Reasoning, and English.

8.2 For position **Sl.No.1.1** the Written Test/ Personal Interview will be held only in Shillong.

**9. General Information:**

9.1 The pre-requisite qualifications and experience are minimal and the mere fact that a candidate possesses the same will not entitle him/her for being called for interview. MBMA reserves the right to restrict the candidates to be called for interview to a reasonable number on the basis of qualifications and experience higher than the minimum prescribed in the advertisement or by any other condition that it may deem fit.

9.2 Candidates are advised to clearly indicate their contact number and e-mail address to facilitate faster communication. Information regarding the screening test/written/interview will be sent only to the shortlisted candidates via SMS/E-mail and no correspondence will be made with applicants who are not shortlisted. List of the shortlisted candidates will be displayed in the MBDA website, [www.mbda.gov.in](http://www.mbda.gov.in) and office notice board.

9.3 MBMA reserves the right to conduct additional examination /skill test or call for any additional documentary evidence in support of educational qualification & experience of the applicant.

9.4 In case of non-availability of suitable candidates with prescribed qualifications and experience, MBMA reserves the right to relax the prescribed qualifications and experience for candidates found more suitable for lower position with relevant experience and expertise in the specified field.

- 9.5 The number of vacancies indicated in the advertisement and notification is tentative. MBMA reserves the right to increase/decrease the number of posts at the time of selection and make appointment(s) accordingly, if more vacancies do exist in between the advertisement and the selection process.
- 9.6 MBMA reserves the right to extend the closing date for receipt of applications. MBMA also reserves the right to fill or not to fill any or all the positions advertised or cancel recruitment procedure at any stage without assigning any reason thereof.
- 9.7 No TA/DA shall be paid for attending written test and interview.
- 9.8 Canvassing of any kind will render to disqualification.
- 9.9 Staff already working with MBDA/MBMA, who are otherwise eligible can also apply. Their applications must be routed through their reporting officer. However, for newly appointed staff, he/she should complete a minimum period of one year in their current position.

**Sd/**

Chief Executive Officer

Meghalaya Basin Management Agency

Meghalaya State Housing Financing Cooperative Society Ltd. Campus

Nongrim Hills, Shillong, Meghalaya-793003

# TERMS OF REFERENCE FOR SOCIAL MEDIA SPECIALIST

## **BRIEF:**

We are looking for a talented Social media specialist to administer our social media accounts. You will be responsible for creating original text and video content, managing posts and responding to followers. You will manage our company image in a cohesive way to achieve our marketing goals.

As a Social media specialist, we expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our organizational views creatively.

Ultimately, you should be able to handle our social media presence ensuring high levels of web traffic and online engagement.

## **SCOPE OF WORK:**

The Social Media Specialist will be responsible for the following:

1. Performing research on current benchmark trends and audience preferences
2. Designing and implementing social media strategy to align with organizational requirements
3. Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
4. Monitor SEO and web traffic metrics
5. Collaborate with other teams, to ensure consistency and alignment of online image with organizational expectations
6. Communicate with followers, respond to queries in a timely manner and monitor customer reviews
7. Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout, youtube thumbnails etc)
8. Suggest and implement new features to enhance awareness and engagement levels
9. Stay up-to-date with current technologies and trends in social media, design tools and applications