



COFFEE BOARD
(Ministry of Commerce & Industry)
Department of Commerce
Government of India
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VACANCY NOTIFICATION

Ref No.: CB/SMC/VN/2024-25/01

Date:21.08.2024.

Sub: Engagement to the position of Graphic Designer and Content Writer-cum-Analyst at Social Media Cell, Coffee Board, Bengaluru on contract basis - reg.

Coffee Board, a statutory organization under the Ministry of Commerce & Industry, Department of Commerce, Government of India, Head Quartered at Bengaluru invites applications from eligible Indian Nationals for engagement to the position of (a) Graphic Designer and (b) Content Writer-cum-Analyst on purely contractual basis for a period of 11 months on full-time basis to work at the Board's Head Office, Bengaluru. The eligibility criterion for the said positions is as under:

a. **GRAPHIC DESIGNER:**

As a Graphic Designer, you will play a pivotal role in translating content and communication into visually compelling designs that drive engagement and ensure consistency across all touch points—both digital and physical. The Graphic designer will work on a variety of projects, from events and courses to social media campaigns and physical signage, ensuring that all design outputs are of the highest quality and aligned with the Coffee Board's objectives and design language.

1. No. of Position: 01
2. Place of Work: Social Media Cell, Coffee Board's Head Office, Bengaluru
3. Duration of Engagement: 11 Months
4. Consolidated Remuneration: 30,000/- Per Month
5. Eligibility Criterion:

- a. **Educational Qualification (Essential):** *Bachelor's Degree in Graphic Design, Visual Communication, Fine Arts, or a related field;*

or

A Diploma in Graphic Design with relevant experience

b. Desirable:

- i. Certification in Adobe Certified Professional (ACP)
 - ii. UI/UX Design Specialization Certification
 - iii. Use of AI/ML tools for visual content creation
- c. **Experience: 2 years** of experience, including a portfolio of previous work.

6. Description of Job and Key Responsibilities:

- a. **Technical Skills:** Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign, Coral Draw etc.). Knowledge of web design tools like Adobe XD, Figma, or Sketch can be a plus.
- b. **Digital Design:** Create high-quality digital assets, including social media graphics, email banners, and Whats App creatives, ensuring they are visually appealing and aligned with the Coffee Board's brand guidelines.
- c. **Physical Design:** Develop designs for physical collateral such as event signage, stage backdrops, stall designs, and more. This includes managing the entire process from concept to production, ensuring the final output meets the highest standards.
- d. **Event Branding:** Work on the design aspects of various Coffee Board events and meet ups, translating the overall design language into event-specific themes. This includes creating cohesive design collateral for each event, ensuring a consistent brand experience across all touch points.
- e. **Collaboration:** Work closely with different departments to understand their design needs and provide creative solutions. Coordinate with external vendors for print and production needs when required.
- f. **Content Creation:** Write/Curate/Modify content of the visual creatives based on the inputs provided by subject matter specialists and coffee stakeholders.
- g. **Content Adaptation:** Adapt and optimize graphics for various platforms, including print, web, and social media. Ensure accessibility standards are met in all visual content.
- h. **AI/ML:** Be up-to-date with the use of AI/ML tools for creating visual concepts in different audio-visual formats.
- i. **Review & Approval:** Present design ideas and concepts for approval to senior management and other stakeholders. Make revisions based on feedback to ensure final designs meet requirements.

- j. **Communication Skills:** Strong verbal and written communication skills to collaborate with teams and clients, and to present and explain design concepts.
- k. **Creativity and Attention to Detail:** A strong design perspective with a keen eye for detail, capable of producing visually stunning and consistent designs across various platforms and mediums.
- l. **Knowledge of Branding:** Understanding of brand identity and the ability to create designs that align with brand guidelines.
- m. **Review and Feedback:** Present design ideas to senior management, make revisions based on feedback, and ensure final designs meet the project's requirements.
- n. **Time Management:** Ability to manage multiple projects simultaneously, meet deadlines, and work efficiently under pressure.
- o. **Portfolio:** A comprehensive portfolio showcasing a range of design projects, demonstrating creativity, technical skills, and the ability to work with various design mediums.

(b) CONTENT WRITER-CUM-ANALYST/CONTENT CREATOR:

- 1. No. of Position: 01
- 2. Place of work: Coffee Board's Head Office, Bengaluru
- 3. Duration of Engagement: 11 Months
- 4. Consolidated Remuneration: Rs.30,000/- Per Month
- 5. Eligibility Criterion:
 - a. **Educational Qualification (Essential):** Bachelor's Degree in fields such as Mass Communication, Journalism, Marketing, Public Relations, or a related field.
 - b. **Desirable:** Certification in Digital Marketing, Data Analytics or a related field.
 - c. **Professional Experience:** Minimum **2 years** of work experience in;
 - Content Creation: Experience in creating high-quality, engaging content for social media platforms, including text, images, videos, infographics, and other multimedia formats in the field of coffee or food industry.
 - d. **Social Media Management:** Experience in managing social media accounts, including content planning, scheduling, posting, and engagement with the audience. In-depth knowledge of social media platforms, trends, and best practices, including knowledge of platform-specific content requirements.
 - e. **Data Analysis:** Ability to analyse data and metrics to measure the effectiveness of content, campaigns, and overall social media strategy. Experience in analysing social media metrics and using

tools like Google Analytics, social media analytics platforms (e.g., Hootsuite, Buffer, Sprout Social), or specific tools provided by the platform (e.g., Facebook Insights, Twitter Analytics)

6. **Job Description and Key Responsibilities:**

(a) Content Development: Strong writing, editing, and proofreading skills with a strong command of language, grammar, and style, along with the ability to create content that aligns with Coffee Board's goals and audience. Create written content across a range of formats, including but not limited to notifications, press releases, social media copy, event summaries, and course descriptions. Your writing should be clear, engaging, and aligned with the specific objectives of each piece.

(b) SEO and SEM: Understanding of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) to optimize content for search engines.

(c) Content Strategy: Contribute to the development of content strategy by providing input on the direction, tone, and positioning of content. Have a point of view on how to best communicate the Coffee Board's initiatives to achieve visibility, engagement, and other desired outcomes.

(d) Copywriting: Work closely with the graphic design team to provide the necessary copy that complements the visual design and enhances overall communication. This includes copy for social media posts, banners, email campaigns, and more.

(e) Research: Conduct research to gather relevant data and insights that can be used to enhance content. This includes understanding market trends, industry data, and relevant statistics to create content that is informative and authoritative.

(f) Data Analysis: Track and analyse the data from various social media platforms and staying up-to-date with digital trend and improve the online presence. Track engagement, reach, and conversion rates, and analyze user engagement metrics like click-through and bounce rates.

(g) Content Review and Refinement: Continuously review and refine content based on feedback from stakeholders and performance metrics, ensuring that the Coffee Board's messaging remains relevant and effective.

(h) Communication Skills: Strong verbal and written communication skills, with the ability to convey messages clearly and effectively.

(i) Crisis Management: Ability to handle and respond to social media crises or sensitive situations in a professional manner.

(j) Additional Requirements: Understanding of Government Protocols: Familiarity with government communication protocols, policies, and regulations, especially related to public communication and information dissemination.

(k) Language Proficiency: Proficiency in English, Hindi and Kannada, and sometimes additional languages depending on the target audience.

Age limit for both posts: 35 Years.

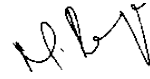
Mode of selection:

The selection process for this position/program will be conducted through an interview. Candidates who meet the eligibility criteria will be shortlisted and invited to participate in an interview, where they will be assessed based on their qualifications, experience, and suitability for the role. The interview will be held at Coffee Board, Head office, No.1, Dr.B.R.Ambedkar Veedhi, Bengaluru. Further details regarding the interview schedule and format will be communicated to the shortlisted candidates in due course.

The terms and conditions of these engagements are as given under:

- a. The services will be purely on contractual basis. The person engaged shall have no claim either implicit or explicit, for his/ her absorption or regularization in Coffee Board's social media Cell.
- b. The person will be engaged on contract basis and will not be allowed to take up any other assignment during the period of contractual engagement.
- c. Person engaged on contract basis can be assigned additional task apart from the specific tasks for which they are engaged.
- d. Period of engagement shall initially be for 11 months with an appraisal which may be extendable based on requirement of the organization and performance review.
- e. The engagement can be discontinued/terminated with one-month notice or one month's salary in lieu thereof by either side without assigning any reason.
- f. No claim of pensionary benefit on account of this contractual engagement shall be admissible.
- g. Coffee Board reserves the right to conduct test and/ or interview of the shortlisted candidates.
- h. No TA/DA etc. will be paid for attending the test/interview.
- i. Upon selection, He / She shall sign a Non-Disclosure Agreement with Coffee Board.

Those Candidates who are eligible and willing to work on above terms and conditions in the Coffee Board's Social Media Cell, having requisite qualification and experience as specified above may fill in the Google form using the following link <https://forms.gle/HdCTVcEBe9t5wwFf8> on or before **09.09.2024** by 6:00 PM. Any applications received after the prescribed date and time will not be accepted. Applications received without requisite information will be liable for rejection. For any further queries, write to us at digitalmedia.coffeeboard@gmail.com



**HEAD, SOCIAL MEDIA CELL
COFFEE BOARD
BENGALURU**