

Subj.: Recruitment of a part-time Consultant (Marketing) in NBCFDC - reg.

National Backward Classes Finance & Development Corporation (NBCFDC) is a Govt. of India undertaking under the aegis of Ministry of Social Justice & Empowerment, Govt. of India, working for the upliftment of economic status of the poor amongst the Backward Classes by providing concessional financial assistance to the target group through the Channel Partners, Regional Rural Banks (RRBs) and Public Sector Banks (PSBs). The Corporation additionally undertakes Skill Development and other promotional activities for its target groups as defined by Government from time to time.

The Corporation is looking for a Consultant (Marketing) on part-time basis from Open Market, purely on contract basis initially for a period of 06 months, having comprehensive understanding of marketing related promotional works including digital marketing. He/she will play a key role in supporting the Corporation in promoting the products of Artisans of the Corporation in various National and International platforms. This position requires an experienced, dedicated, hardworking and efficient person in relevant field. A brief job description is as below:-

- To provide expert advice and guidance in developing and implementing effective marketing strategies;
- Should have an expertise in a variety of areas such as market research, branding, advertising, digital marketing and sales etc.
- To help Artisans identifying their target audience, developing of marketing campaigns, and measuring the effectiveness of their marketing efforts.
- To provide on-going marketing support and advice.
- To help businesses grow and succeed by developing and implementing effective marketing strategies that connect the Artisans with their target customers and drive sales and revenue growth.
- To provide training and coaching to in-house marketing teams to help them develop their skills and improve their performance.

The positions will be at the Corporations' Head Office located at New Delhi. Desirous applicants may submit their applications alongwith educational/experience certificates within 07 days from the date of publication of this advertisement to HoD(Admn.), NBCFDC, 5th Floor, NCUI Building, 3-Siri Institutional Area, August Kranti Marg, New Delhi 110016 or through email at "adm@nbcfdc.gov.in".

The details and Educational Qualification of the above are at Annexure-I.

Annexure- I

Details of Post & Educational Qualification-

1.	Name of Post	Par-time Consultant (Marketing)
2.	No. of Post	One (01)
3.	Remuneration	Rs.37,500/- p.m. consolidated
4.	Upper age limit	60 years (as on 30.07.2024)
5.	Educational Qualification	- Graduate in any discipline - PG Degree/diploma in Marketing
6.	Experience	-At least 10 year work experience in relevant field -Strong verbal communication skills (Bilingual) - Well-versed in working on various trending social media platforms - Self-driven with exceptional analytical and problem solving abilities