



**NATIONAL INSTITUTE OF INDUSTRIAL ENGINEERING**  
**(An Autonomous body under Ministry of Education (Shiksha Mantralaya), Govt. of India)**

NITIE Mumbai invites application for engagement of the eligible candidates for the post of Public Relations Executive (PRE), purely temporary on contract basis, initially for a period of 1 year, renewable for another year upon satisfactory performance : -

<b>Public Relations Executive (PRE) (01 Post)</b>	<p><b>Qualification:</b></p> <ul style="list-style-type: none"><li>• Master's degree in Journalism &amp; Mass Communication/ Public Relations or its equivalent or a Master's degree in English or Hindi &amp; Post Graduate Diploma in Journalism/ Mass Communication/ Public Relations with at least 55% marks from a recognized University / Institute with at least 03 years of relevant experience</li><li>• Proficiency in the use of variety of computer applications, M.S Word, Excel, Power-point or equivalent is a must.</li></ul> <p><b>Desirable:</b> Experience of working in a Government Institution/ University in the preparation of press-brief, handling print and electronic media including social media, stakeholders meet, relationship management, branding and publication of newsletters, bulletins and/or annual reports.</p> <p><b>Age limit:</b> Maximum 35 years</p> <p><b>Job Description :</b> Public Relations Executive (PRE) will connect with a wide range of media, including social media, to build a good image of NITIE and its key stakeholders. He would be responsible for handling all aspects of planned media campaigns and PR activities of the Institute. It includes management of the following activities, after due approval from competent authority:</p> <ul style="list-style-type: none"><li>• Planning communication strategies and campaigns in Print, Electronic and Social media for enhancing the image of NITIE and its key stakeholders</li><li>• Coordinating with faculty and administrative officials for presentations and press releases for the Institute.</li><li>• Writing / producing presentations, reports, articles, leaflets, journals and brochures for both internal and external distribution.</li><li>• Dealing with enquiries from the public, the press and related organisations.</li><li>• Organising and attending promotional events such as press conferences, open days, exhibitions, tours and visits.</li><li>• Analysing media coverage and other branding responsibilities</li><li>• Commissioning or undertaking relevant market research.</li><li>• Undertaking institute developmental activities as per directions of competent authority</li></ul> <p><b>Consolidated remuneration:</b> Rs.40,000/- to Rs.50,000/- Per Month</p> <p><b>Tenure:</b> One year. Renewable for another year upon satisfactory performance.</p>
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**Note:**

- a) The applicant must be a citizen of India. Candidates should have good verbal / written Hindi and English communication skills.
- b) All applicants must fulfill the essential requirements of the post and other conditions stipulated in the advertisement as on the last date for receipt of the applications. They are advised to ensure their eligibility for making an application to the post. No enquiry asking for advice as to eligibility will be entertained.
- c) The name of the post applied for should be clearly mentioned in BOLD LETTERS on the top of envelope. The envelope should be superscribed as “Application for the post of \_\_\_\_\_”.
- d) The prescribed essential qualifications are the minimum. Mere fulfilling of the minimum advertised qualification and experience requirements does not automatically entitle an applicant to be called for interview/test.
- e) The period of experience rendered by a candidate on part time basis, daily wages, etc. will not be counted while calculating the valid experience for shortlisting the candidates for interview.
- f) Reservation/ age relaxation will be applicable as per Government of India rules.
- g) Consolidated monthly remuneration is inclusive of all.
- h) The Institute reserves the right:
  - i. to fix suitable criteria for short listing.
  - ii. to empanel candidates for similar works in future.
  - iii. to fill or not to fill the vacancy or to reject any/all applications/candidates at any stage of selection process or to cancel the advertisement for the above mentioned post(s), without assigning any reason thereof.
  - iv. to increase or decrease the no. of vacancy at any stage of selection process.
  - v. to increase/decrease the tenure of appointment.
  - vi. to cancel the partial or whole selection process.
  - vii. to place a reasonable limit on the total number of candidates to be called for interview.
  - viii. to extend the closing date for receipt of applications.
  - ix. to seek any other certificate including vigilance from the candidates already in service at any time during the process.
- i) No appeal with regards to e) i. to ix. above shall be entertained or accepted by the Institute.
- j) It would not be obligatory on the part of the Institute to call every candidate for interview/test who may possess the essential qualification.
- k) Only the shortlisted candidates will be informed/contacted for the interview/test.
- l) No intimation shall be sent to the candidates who are not shortlisted by the Institute. Institute shall not be responsible for any delay/non-receipt of communication in any mode.
- m) In the case of exceptionally deserving candidate, the Institute reserves the right of granting relaxation in experience.
- n) Mere possession of qualification and experience and / or calling a candidate for interview conveys no assurance whatsoever that he/she will be recommended or selected for the position.
- o) Application form incomplete in any way or not having required educational/experience certificates and latest photo affixed will be rejected without any intimation.
- p) No correspondence whatsoever will be entertained from candidates regarding communication delay, conduct and result of test and reasons for not being called for test.
- q) Canvassing in any form at any stage will be considered disqualification.
- r) Persons already working in Central/State Government/Public Sector Undertakings/Autonomous organization etc. should send their applications through proper channel. They shall also be required to furnish ‘No Objection Certificate’ at the time of interview, if applicable. Compliance with this clause is mandatory.
- s) Medical check-up and Character and antecedent’s verification / background check may be carried

- out of the selected candidate. Institute reserves the right In case of adverse report received, the selection of the candidate will be treated as null and void.
- t) All the above positions require full 24x7 commitment to the Institute. Therefore, candidates willing to dedicate themselves fully to the Institute are expected to apply. Advertised positions may be required to perform shift duties as per institute requirement.
  - u) Appointment orders issued by the Institute shall be provisional. The Institute shall verify the antecedents or documents (subject to character/antecedent/Police verification, verification of all original documents, experience certificate and other relevant documents) submitted by a candidate at the time of test and the appointment. In case it is found at any time that any of the facts / documents submitted by the candidate are falsified or tampered or the candidate has doubtful antecedents / background and has suppressed the said information, then his/her candidature shall stand cancelled and services may be terminated.
  - v) Appointment on contract will be for a period of one year initially and can be extended further, purely based on requirement and performance, as reviewed by the Institute.
  - w) Addendum/deletion/corrigendum (if any) shall be posted on the Institute website only.
  - x) In case of any inadvertent mistake in the process of selection, which may be detected at any stage even after the issue of appointment order, the Institute reserves the right to modify/withdraw/cancel any communication made to the candidates.
  - y) Candidates who have applied in response to the earlier for any other position within last two years need not apply again. Their applications will not be considered.
  - z) The selection procedure for each level/group of position shall be as per the Govt. of India norms.
  - aa) All correspondence from the Institute including interview call letter, shall be sent to the e-mail ID provided by the candidate in the application form.
  - bb) Any matter for which no specific instruction has been given shall be decided by the Institute and the decision shall be final and binding on the applicants
  - cc) **Interested candidates who fulfil the eligibility criteria as above should submit their applications online in prescribed format and soft copy of the application MUST be sent at email id: nitiercruit@nitie.ac.in. Hard copy of the application along with self-attested testimonials, certificates, etc. is mandatory to be sent by Post addressed to, 'The Registrar, NITIE, Vihar Lake Road, Mumbai-400 087, on or before 31.01.2021.**
  - dd) All communications from institute side will be made by Email only. No interim correspondence shall be entertained.
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