



**Institute of Urban Transport (India)**  
**1<sup>st</sup> Floor, Anand Vihar Metro station Building, Delhi - 110092**

Date: 10.11.2023

**Recruitment to post of Communication Expert in the Project Management Unit (PMU) of PM-eBus Sewa in Institute of Urban Transport (India) as per details given below**

**1 About the Institute**

The Institute of Urban Transport (India) (IUT) was established in May, 1997 under the purview of the erstwhile Ministry of Urban Development now Ministry of Housing & Urban Affairs (MoHUA), Government of India as a premier professional non-profit making organization and registered under the Societies Registration Act. The membership of the Institute comprises Academicians, Architects, Economists, Engineers, Transport Planners, Town Planners and professionals from various other disciplines. The Institute has 67 institutional members and about 1,600 individual members. It has association with foreign organizations such as LTA Singapore, GIZ and KfW from Germany, CODATU, France and KOTI, South Korea. The Secretary, MoHUA, Government of India, is the ex-officio President of the Institute. The Officer on Special Duty (UT) and Ex-officio Joint Secretary in the Ministry is the Acting Director General of the Institute. It has three tiers of management, namely Executive Committee, Governing Council and General Body. The aims and objectives of the Institute are to promote, encourage and coordinate the state of the art of urban transport, including planning, development, operation, education, research and management and also to organize lectures, seminars, workshops, conferences, etc. on the subjects pertaining to urban transport. In addition, the Institute provides professional support to MoHUA for its various projects and initiatives such as appraisal of Metro Rail / Urban Transport projects received for central assistance, organizing an annual Urban Mobility Conference cum Exhibition, several workshops and capacity building programmes.

**2. PM-eBusSewa**

The Govt. of India has approved the implementation of the PM-eBusSewa through the Ministry of Housing & Urban Affairs for procurement of 10,000 e-Buses for augmenting city bus operations with necessary infrastructure in selected cities. The successful implementation of this project means taking the bus based public transport system to a very different level. It will change the transportation dynamics of the cities, especially the smaller cities, cities of the North East region and cities that would be introducing city bus services for the first time.

A Project Management Unit (PMU) is being set up in this Institute under the purview of the Ministry of Housing and Urban Affairs, which shall be headed by a Project Team Leader, an expert from the field of Public Transport, especially bus operations and management. It will consist of other experts on different aspects of this scheme.

**A. To be part of the journey of PMU, interested and eligible candidates can apply for the post of Communication Expert, as per job description given below :**

**Job Description**

**Position Overview:**

The role entails developing a range of project-related communication materials that

showcase the highlights of ongoing works in a simple, visually appealing fashion.

The role would involve creating and editing communication materials that can elevate the outreach and impact of the project activities. The candidate must be able to support key partners/ stakeholders (government and non-government) with strategic advice on communication opportunities and appropriate ways of communicating to target audience. Hence, a candidate with a background in mass communications and work experience in transport, environment and/or climate change domains is highly preferred. Adequate knowledge and interest in visual design will be preferred.

### **Responsibilities:**

#### *Editorial*

- Provide writing, editing and proofreading support.
- Help team members develop research articles, presentations that meet the highest quality standards.
- Copywrite and edit key messages, social media content, media releases, website materials, video scripts and event briefs.
- Document on-ground activities – challenges, opportunities and impact.
- Serve as a liaison between the government and partners to develop program-related communication materials that are visually appealing and easy to understand.
- Manage quality control and ensure timely dissemination of planned communication products.

#### ***Website, Social Media and Events –***

- Perform quality checks on all content for websites and social media.
- Create simple social media infographics/visuals and disseminate research data in a visually appealing format. Visual communication expertise and knowledge of photo and video editing software like Canva, Adobe Photoshop, Premier Pro will be a plus.
- Facilitating webinars and workshops/stakeholder engagements/ roundtable discussions/ FGDs that involve digital/ on-ground planning and social media coverage.
- Contribute to website development and growth analytics.

#### ***Additional Responsibilities –***

- Develop and deliver communication and engagement strategies.
- Develop good working relationships with key stakeholders to ensure continuous engagements in communication initiatives.
- Support research initiatives on various aspects of transport and electric mobility

across Indian cities.

- Strong analytical writing skills to convey the highlights of ongoing projects, data-heavy research findings, etc.
- Ability to simplify complex ideas and create visualizations for easy interpretation of data.
- Identify key messages from project initiatives and research activities for mass dissemination.

### **Qualifications and Experience:**

- Minimum 8 years of full-time experience working as a communications expert in the development sector or any other relevant field. Experience in Transport and Electric Mobility focussed organization will be preferred.
- Excellent writing and editing skills in English. Ability to write in Hindi will be an added plus.
- Experience in providing strategic advice for communication initiatives and producing high-quality content for various target audiences, including social media and digital platforms.
- Experience in building and maintaining working relationships with a range of stakeholders.
- Ability to break down complex ideas into easy-to-understand language.
- Ability to self-manage and meet deadlines, manage multiple projects at the same time.
- Enthusiasm, flexibility, technical curiosity, and willingness to learn.
- Experience in content management systems for website and content production.
- Basic familiarity with design software (Photoshop, InDesign, Canva or other AV/animation software) will be preferred.

### **Remuneration**

Selected candidate will be offered a consolidated salary of Rs. 80,000/ per month, which will be negotiable. Annual salary hike will be admissible, subject to satisfactory performance.

**B. SELECTION PROCESS** Candidates will be shortlisted, based on eligibility criteria/ experience in the relevant field and may be called for interaction to assess suitability for the position.

**C. HOW TO APPLY:** Soft copy of the CV and application as in the enclosed prescribed proforma (Annexure –I) may please be addressed to the Director General, Institute of Urban Transport (India), 1st Floor, Anand Vihar Metro station Building, Delhi - 110092 and e-mailed to **jobs@iutindia.org** latest by **19<sup>th</sup> November, 2023**.

### **D. DOCUMENTS REQUIRED:**

The application should be supported with the following documents:

- (i) Proof of date of birth (birth certificate)
- (ii) 10th Class Certificate
- (iii) 12<sup>th</sup> Class Certificate
- (iv) Graduation/ Post-Graduation certificates.
- (v) Experience /Service Certificate/ Relieving order issued by organization. (It should indicate date of joining, date of relieving and along with designation in each organization)

**E. GENERAL INSTRUCTIONS:**

- ❖ Before applying, the candidate should ensure that he/ she fulfills the eligibility criteria and other norms mentioned in this advertisement.
- ❖ All information regarding this recruitment process would be made available in the career section of IUT and UMI websites, i.e. <http://www.iutindia.org> / <http://www.urbanmobilityindia.in>. Applicants are advised to check the website periodically for important updates.



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**PRESCRIBED PROFORMA FOR SUBMISSION OF APPLICATION**

Name of the position applied for	
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**Personal Data**

1.	Name	
2.	Gender	
3.	Date of Birth	
4.	Permanent Address /	
5.	Address for Communication	
6.	Contact Details	
	(a) Email ID	
	(b) Telephone	
	(c) Mobile Number	

**7. Educational Qualification:-**

S. No.	Qualification/Degree	Year	Institution/University

**8. Experience Details:-**

S.No.	Designation	Employer	Date of Joining	Date of Relieving	Total work experience (year or months) (if any gap during the job please specify)
1					
2					

I certify that the details furnished by me above are true and I am eligible for the post as per the criteria laid down in the vacancy notice.

Place:

Date:

**(Name and Signature of the applicant)**