



राष्ट्रीय फैशन टेक्नोलॉजी संस्थान
वस्त्र मंत्रालय, भारत सरकार
सिडको, इलेक्ट्रॉनिक काम्प्लेक्स रंगरेट
श्रीनगर 191132, जम्मू कश्मीर

National Institute of Fashion Technology

Ministry of Textiles, Govt. of India

SIDCO Electronic Complex Rangreth, Srinagar-191132 J&K

16349/NIFT/Sgr/Admin/Public Relations (PR)/2020/886

Dated. 16-08-2021

Engagement of PR Consultant/Manager

National Institute of Fashion Technology (NIFT), set up in 1986 by the Ministry of Textiles, Government of India, is a statutory institute by virtue of an Act (2006) of the Parliament with the President of India as “Visitor”. NIFT has 17 professionally managed full-fledged campuses including one at Srinagar, J&K.

NIFT Srinagar hereby invites applications for engagement of Public Relations Consultant/Manager on contract basis (full-time) for an initial period of six months on consolidated remuneration of Rs 25,000 per month.

1. Eligibility Conditions

We are looking for a creative, experienced Media Coordinator with a natural flair of Public Relations. The candidate must have:

- i. Master’s degree in Journalism/Mass Communications/Media Studies or any other relevant subject.
- ii. Five years of post-qualification experience relevant to PR in a reputed media platform/institution.
- iii. Excellent writing, communication, and presentation skills.

2. Job Responsibility:

- i. Positioning NIFT Srinagar as the “Institute of choice” among potential students who are aspiring for a career in the field of design, management & technology across the complete supply chain of fashion industry (and their guardians). For this purpose, the appointee has to document and present an elaborate communication strategy to achieve the above objective elaborately with well-defined metrics to measure the success of the strategy with targets.
- ii. Preparing Press Briefs, Press Notes & other similar communicate on activities of the Campus on day to day basis & also getting them published in relevant media as needed.
- iii. Develop, maintain and manage relations with various stake-holders of the NIFT Srinagar including student community, artisans and industry by using print-electronic and social media.
- iv. Organise media briefings/meetings & coordinate the presence of media persons on various occasions & outreach activities of NIFT
- v. Coordinate and liaison with various Govt/Non-govt institutions through focused PR events.



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- vi. Organizing relationship building meetings for Director and other faculty/officers with editors and senior journalists at regional and national level.

For above activities, NIFT Srinagar shall provide all required financial and administrative support.

3. **How To Apply:**

Interested candidates may apply by submitting their CV along-with all required documents at pr.srinagar@nift.ac.in by or before **31.08.2021**.

4. **Interview Schedule**

Interviews of the eligible/shortlisted candidates shall be held online/off-line on **03.09.2021**. Further details on interview shall be shared with shortlisted candidates by email.

5. **General Instructions:**

- i. The candidate must be a citizen of India.
- ii. NIFT reserves the right to fill or not to fill advertised position or postpone the hiring process of the same at any time without any notice.
- iii. Maximum age, for applying for the above-mentioned position is 40 years as on 01.07.2021.
- iv. The candidate should ensure that they fulfill the eligibility (qualification/experience etc.) requirements.
- v. Shortlisted candidates shall be informed through email (about timing of interview) and they shall appear online/off-line as per above schedule.
- vi. Candidates applying for the position/s must send soft copy of CV and other documents/certificates through email on above-mentioned email. The CV must contain details regarding current address, contact details, educational qualifications, professional experience, networks etc.
- vii. After checking their eligibility, link for online interview shall be shared with shortlisted candidates through email. For any technical assistance, they may contact on 9622521706, 0194-2300994, 2300995 or mail us at pr.srinagar@nift.ac.in
- viii. Candidates reporting late shall not be allowed to appear in interview.
- ix. Scrutiny of the CVs will be done to ascertain the eligibility and suitability of the candidates and only shortlisted candidates will be considered / called for the further selection process/interview.



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- x. The candidates called for further selection process/interview are required to show valid Photo ID before start of interviews.
- xi. If required, intimation/ information shall be sent to the e-mails of the candidates.
- xii. All the legal disputes will be subjected to the jurisdiction of Srinagar/Budgam Courts in J&K.
- xiii. SELECTION WILL BE BASED ON ACADEMIC BACKGROUND, PERFORMANCE OF INTERVIEW AND/OR ANY OTHER PARAMETER, AS DEEMED FIT BY SELECTION COMMITTEE.

Dated: 16.08.2021

Sd/-
Director
NIFT Srinagar