



Advt. No. DIC/MY Bharat/08/2026/06

Digital India Corporation
Electronics Niketan Annexe, 6, CGO Complex, Lodhi Road,
New Delhi - 110003
Tel.: +91 (11) 24360199, 24301756
Website: www.dic.gov.in

Web Advertisement
08.06.2026

Digital India Corporation has been set up by the 'Ministry of Electronics & Information Technology, Government of India', to innovate, develop and deploy ICT and other emerging technologies for the benefit of the common man. It is a 'not for profit' Company under Section 8 of the Companies Act 2013. The Company has been spearheading the Digital India programme of the Government of India, and is involved in promoting use of technology for e-Governance / e-Health / Telemedicine, e-agriculture, e-Payments etc. The Digital India programme promotes safety and security concerns of growing cashless economy and addresses challenges confronting its wider acceptance. It also promotes innovation and evolves models for empowerment of citizens through Digital initiatives and promotes participatory governance and citizen engagement across the government through various platforms including social media.

Digital India Corporation is currently inviting applications for the following positions purely on Contract/ Consolidated basis for **MY Bharat** project:-

Sr. No.	Name of the Post	No. of positions
1.	Junior Digital Marketing Executive	1

** **The place of posting** shall be in Noida or New Delhi but transferable to project locations of Digital India Corporation as per existing policy of Digital India Corporation.

Screening of applications will be based on qualifications, age, academic record and relevant experience. Digital India Corporation reserves the right to fix higher threshold of qualifications and experience for screening and limiting the number of candidates for interview. Only shortlisted candidates shall be invited for selection interviews. Digital India Corporation reserves the right to not to select any of the candidates without assigning any reason thereof.

The details can be downloaded from the official website of DIC viz. www.dic.gov.in

Eligible candidates may apply ONLINE: <https://ora.digitalindiacorporation.in/>



Job Description: Junior Digital Marketing Executive

No. of Positions: 1

Overview:

The Junior Digital Marketing Executive will support the planning, execution, and monitoring of digital outreach initiatives for the MY Bharat Portal, a flagship citizen engagement platform under the Department of Youth Affairs. The role focuses on driving youth engagement, increasing platform adoption, and amplifying participation in national programs such as volunteering opportunities, experiential learning programs (ELP), events, and campaigns.

The candidate will assist in managing digital campaigns, social media presence, content dissemination, and performance tracking to ensure effective outreach at a national scale.

Key Responsibilities:

- I. Support execution of digital campaigns across platforms including social media, web, and messaging channels
- II. Manage and update content across official handles (Twitter/X, Instagram, Facebook, YouTube, etc.)
- III. Coordinate with content, design, and product teams for campaign creatives and messaging
- IV. Assist in planning and promotion of national campaigns, events, and initiatives on MY Bharat
- V. Track campaign performance metrics such as reach, engagement, and conversions
Prepare periodic reports and dashboards for campaign performance analysis
- VI. Support SEO and content optimization for MY Bharat web pages
- VII. Assist in email campaigns, newsletters, and user engagement communications
- VIII. Monitor user feedback, comments, and queries across platforms and coordinate responses
- IX. Ensure consistency in branding, messaging, and communication guidelines
- X. Support collaborations with partners, influencers, and outreach stakeholders
- XI. Stay updated with latest digital marketing trends and tools

Qualifications:

- Bachelor's degree in Marketing, Communications, Business Administration, or related field
- 0-2 years of experience in digital marketing (Freshers with relevant internships/projects may apply)
- Basic understanding of social media and digital campaign management

Preferred Skills:

- Familiarity with social media platforms and campaign tools (Meta, Google, etc.)
- Basic understanding of SEO, SEM, and content marketing
- Experience with analytics tools such as Google Analytics / social media insights
- Knowledge of content creation tools (Canva, basic video editing, etc.)
- Good written and verbal communication skills
- Ability to analyze data and derive actionable insights
- Understanding of youth engagement trends and digital behavior



- Familiarity with email marketing tools and CRM platforms
- Ability to work in a fast-paced, campaign-driven environment
- Strong coordination and teamwork skills

General Conditions applicable to all applicants covered under this advertisement:

1. Those candidates, who are already in regular or contractual employment under Central / State Government, Public Sector Undertakings or Autonomous Bodies, are expected to apply through proper channel or attach a 'No Objection Certificate' from the employer concerned with the application OR produce No Objection Certificate at the time of interview.
2. Digital India Corporation reserves the right to fill all or some or none of the positions advertised without assigning any reason as it deems fit.
3. The positions are purely temporary in nature for the project of Digital India Corporation and the appointees shall not derive any right or claim for permanent appointment at Digital India Corporation or on any vacancies existing or that shall be advertised for recruitment by Digital India Corporation in future.
4. Digital India Corporation reserves the right to terminate the appointments of all positions with a notice of one month or without any notice by paying one month's salary in lieu of the notice period.
5. The maximum age shall be as on the last date of receipt of the applications. Screening of applications will be based on qualifications, age academic record and relevant experience. The designation against the position shall be mapped as per the approved policy.
6. In case of a query, the following officer may be contacted:

Ms. Vinaya Viswanathan
Head- HR
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6 CGO, Complex Lodhi Road,
New Delhi - 110003
Phone No. 011-24303500, 24360199