



KARMAYOGI BHARAT

[A Government Company registered u/s. 8 of the Companies Act, 2013 under administrative control of Department of Personnel & Training, Govt of India]
{CIN - U80301DL2022NPL393046}
Parsvnath Capital Tower 7th Floor, Bhai Vir Singh Marg, Sector 4,
Gole Market, New Delhi- 110001

ADVERTISEMENT FOR THE POST OF ADVISOR COMMUNICATIONS & USER EXPERIENCE UNDER KARMAYOGI BHARAT, NEW DELHI

Karmayogi Bharat is a Special Purpose Vehicle (SPV) set-up under Section 8 of the Companies Act, 2013 by Department of Personnel and Training as a 100% Government owned Company under National Programmed for Civil Services Capacity Building (NPCSCB) — Mission Karmayogi. igot Karmayogi is a platform for anytime, anywhere, any-device learning of civil service officials to enhance their overall competency. Karmayogi Bharat (SPV) has been incorporated under Section 8 of the Companies Act, 2013 as a 100% Government owned not for profit Company. The organization is responsible for operating the bigot Karmayogi platform and any other digital assets pertaining to the Programmed. Further details can be found at <https://igotkarmayogi.gov.in/>.

Envisioned as one of the largest capacity building initiatives in Government organizations anywhere in the world, Mission Karmayogi will initially cover about 33 lakh government officials at the Centre and will eventually aim to transform approximately 2 crore government officials across the Centre, the States and the local bodies.

- It will enable officials to pursue anytime-anyplace-any-device learning at their own convenience, using self-directed or guided learning paths, enabling continuous learning for all.
- It will provide officials with access to instant guidance at the point of need, through job specific learning resources and collaboration with officials who “have done it before”.
- It will empower an official with tools to take charge of one’s own professional journey, making officials accountable for their own career trajectory.

SPV Karmayogi Bharat invites applications from eligible candidates for recruitment to the following position(s) on Contractual Basis:

Sl. No.	Name of Post	Total Post
1.	Advisor Communications & User experience	1

The remuneration would be based on the qualifications and experience of the candidate and as per industry norms. The job description of the post has been attached as **Annexure A**.

For further details, please visit Karmayogi Bharat’s website <https://igotkarmayogi.gov.in/>. Eligible applicants can apply by submitting their applications in the prescribed application format ONLY by email at careers.karmayogi@gov.in, including the filled in Application form in the prescribed format, CV, supporting documents of qualification, experience, age proof, current employer offer letter, latest Salary slips etc. by 29th April 2026. Applications not in prescribed format and/or date bar applications and/or applications without supporting documents, will NOT be considered. All documents are mandatory in nature. Only short-listed candidates will be invited for the interview/selection process. The decisions made by Karmayogi Bharat will be final and binding.

Application Form

To
The Chief Executive Officer (CEO)
Karmayogi Bharat
New Delhi – 110 001



Subject – Regarding appointment of _____ Post

Reference – Dated _____ advertisement in this website of _____

Respected Sir/Ma'am,

As per the contextual advertisement, I declare that I hold the necessary academic qualifications for the Post of _____ and I submit the details as follows:

1. Full Name: _____
2. Full Address (pin code): _____
3. Mobile No. _____
4. Date of Birth: _____ (DD/MM/YY)
5. Gender: Male / Female
6. E-mail Address: _____

7. Details of the Educational Qualification held by the Applicant

S.No.	Educational Qualification	Passing Year	Marks	Percentage

8. Employment History in chronological order (Attach separate sheet in following format, if necessary)

Name and Address of employer/Organization	Period of service		Designation of the Post held	Remuneration	Detailed description of work	Reason of leaving each post
	From	To				

9. Professional Trainings/Certifications

Organization	Details of Training/Certification	Period	
		From	To

Declaration: I hereby solemnly declare that all the above-mentioned statements are true and correct to the best of my knowledge and belief. Nothing is false or has been concealed/ distorted. If at any time I am found to have concealed / distorted any material/ information, my appointment shall be liable to termination without notice.

Place: _____
Date: _____

Signature of Applicant: _____
Name of the Applicant: _____

JOB PROFILE

DESIGNATION	Advisor Communications & User experience	DEPARTMENT	Communications
JOB LOCATION	New Delhi	REPORTS TO	Chief Executive Officer (CEO)
JOB SPECIFICATION			
JOB PURPOSE	<p>Karmayogi Bharat invites applications for the position of Advisor Communications & User experience to design and execute the strategic communication and outreach framework for the iGOT Karmayogi platform – Government of India’s flagship digital learning and capacity-building initiative for public servants.</p> <p>The Advisor Communications & User experience will drive the end-to-end communication lifecycle, ensuring that the vision, objectives, progress, and impact of Mission Karmayogi are effectively communicated to stakeholders including government leadership, implementing agencies, partners, and the broader public.</p> <p>As a member of the senior leadership team, the incumbent will serve as a strategic advisor on all matters of institutional positioning, narrative, and reputation, contributing to the goal of Mission Karmayogi – building a future-ready civil service.</p>		
ROLE AND RESPONSIBILITY	<p>i. Communication Strategy & Strategic Advisory:</p> <ol style="list-style-type: none"> a. Develop and implement a comprehensive communication strategy aligned with mission objectives and government priorities. b. Build a clear narrative and messaging framework to communicate vision, outcomes, and impact. c. Prepare annual communication and outreach plans for mission initiatives. d. Advise the CEO and senior leadership team on communication risks, opportunities, and institutional positioning. e. Provide strategic counsel during policy shifts, or high-visibility events such as National Learning Week and Strategic engagements with PMO, DoPT, and CBC. <p>ii) Government Stakeholder Communication:</p> <ol style="list-style-type: none"> a. Own and drive the stakeholder communication architecture across central ministries, state governments, departments, and implementing agencies. b. Develop communication material for senior government leadership including briefs, notes, speeches, and presentations. c. Manage the stakeholder communication calendar and ensure a structured cadence of updates to empaneled MDOs and 90+ government departments. d. Facilitate dissemination of KB updates, advisories, and knowledge products to stakeholders. <p>iii) Outreach and Awareness:</p> <ol style="list-style-type: none"> a. Design campaigns to create awareness and adoption of KB initiatives among target stakeholders. 		

	<ul style="list-style-type: none"> b. Develop communication material including brochures, explainer documents, videos, and impact stories. c. Coordinate communication for national events, launches, workshops, and conferences. d. Engage with ecosystem partners including training institutions, MDOs, and state capacity-building bodies to amplify programme visibility. <p>iv) Digital and Social Media Communication:</p> <ul style="list-style-type: none"> a. Manage KB’s digital communication channels including website and social media platforms. b. Create engaging digital content such as infographics, short videos, case studies, and newsletters. c. Monitor digital engagement and improve outreach effectiveness. d. Ensure compliance with Government of India social media guidelines for official handles and digital channels. <p>v) Knowledge and Impact Communication:</p> <ul style="list-style-type: none"> a. Document best practices, success stories, and case studies emerging from mission implementation. b. Translate program outcomes into impact-driven communication narratives. c. Support development of reports, knowledge papers, and publications. d. Convert platform metrics and adoption data into compelling visual narratives for leadership briefings and public communication. <p>vi) Media and Public Relations:</p> <ul style="list-style-type: none"> a. Coordinate with government communication teams and media for press releases, interviews, and public announcements. b. Ensure consistent messaging across media interactions and public communications. c. Monitor media coverage and manage communication responses where required. d. Serve as the primary point of contact for media queries and coordinate with PIB and other media ecosystem as required. <p>vii) Communication Governance:</p> <ul style="list-style-type: none"> a. Establish branding and communication guidelines. Ensure communication outputs follow government protocols and quality standards. b. Coordinate with program teams to maintain consistency in messaging across all communication materials. c. Establish review and approval workflows for all external communications to ensure accuracy and alignment with KB’s institutional positioning. <p>viii) Team Leadership & Capacity Building:</p> <ul style="list-style-type: none"> a. Build, manage, and mentor a high-performing communications team including content writers, designers, and digital media professionals. b. Manage relationships with external agencies and vendors for creative, media, and production work. Set quality benchmarks and standard operating procedures for all communication outputs. c. Develop internal communication capabilities across KB programme teams to ensure consistent messaging.
JOB QUALIFICATION & REQUIREMENTS	
EXPERIENCE	<ul style="list-style-type: none"> i. Minimum 12–15 years of professional experience in communications,

REQUIREMENTS	<p>public affairs, or strategic outreach, with at least 5 years in a leadership or team management role.</p> <ul style="list-style-type: none"> ii. Experience working with government programs, development sector initiatives, or large-scale institutional programs preferred. iii. Experience in policy communication, digital campaigns, and stakeholder engagement. iv. Experience with Government of India communication protocols, PIB processes, and MyGov/social media guidelines for government handles is preferred. v. Experience managing communications for high-visibility national programmes or large-scale digital/govtech platforms is preferred.
EDUCATION REQUIREMENTS	<ul style="list-style-type: none"> 1. Master’s degree in Communications, Journalism, Public Policy, Public Administration, Marketing, or related discipline. 2. Degree or certification in Digital Marketing, Public Relations, or Crisis Communication is desirable. <p>Preferred Certifications:</p> <ul style="list-style-type: none"> i. Certification in Public Relations, Corporate Communications, or Crisis Communication from a recognized institution. ii. Digital Marketing certification (e.g., Google Digital Marketing, HubSpot Content Marketing). iii. Certification in Strategic Communication, Media Management, or Government Communication from reputed institutes.
REQUIRED SKILLS/COMPETENCIES	<ul style="list-style-type: none"> i. Executive communication, speechwriting, and briefing preparation for Secretary-level and above audiences ii. Crisis communication and reputation management iii. Data-driven storytelling – ability to translate platform metrics and programme data into impact narratives iv. Cross-cultural stakeholder management across central and state government ecosystems v. Digital-first mindset with fluency in social media strategy and content production vi. Excellent communication, collaboration, and mentoring skills vii. Strong command of English; proficiency in Hindi is highly desirable given the stakeholder base
