



ଓଡ଼ିଶା ବିଦ୍ୟୁତ୍ ଶକ୍ତି ସଂଚାରଣ ନିଗମ ଲିଡି. ODISHA POWER TRANSMISSION CORPORATION LIMITED

(A Government of Odisha Undertaking)

Regd. Office: Janpath: Bhubaneswar-751022.

Telephone: (0674) 2540051 (EPABX), Website: www.optcl.co.in

CIN:U4102OR2004SGC007553

Advt. - No. HR-SC&O-IV-2/2018 - 2802

/ Dated, 08.02.2019

ADVERTISEMENT FOR CONTRACTUAL ENGAGEMENT OF CONSULTANT (PUBLIC RELATIONS)

Name of the PSU	Odisha Power Transmission Corporation Limited
Position (Contractual)	CONSULTANT (PUBLIC RELATIONS)
Consolidated Remuneration	Negotiable

1. **Company profile:**

Odisha Power Transmission Corporation Limited (OPTCL), is one of the largest state owned power utility in the country, engaged in the business of transmission of electricity in the State of Odisha. The present asset value of the Corporation is about Rs. 4500 Crores. It's registered and Corporate Office is at Bhubaneswar, Odisha.

2. **Job description & responsibilities:**

- Formulate PR plans and strategies
- Enhance the company's voice and presence through online and offline channels.
- Manage media relations and requests.
- Write press releases, speeches and other PR copy.
- Plan and supervise events, fairs, conferences etc.
- Support the implementation of promotional plans.
- Present solutions in times of PR crisis.
- Facilitate the resolution of disputes with the public or external vendors.
- Lead survey initiatives and analyse public opinion.
- Planning, developing and implementing PR strategies.
- Communicating with colleagues and key spokespeople.
- Liaising with, and answering enquiries from media, individuals and other organisations, often via telephone and email.
- Researching, writing and distributing press releases to targeted media.
- Collating and analyzing media coverage.
- Writing and editing in-house magazines, case studies, speeches, articles and annual reports.
- Preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes.

- q) Devising and coordinating photo opportunities.
- r) Organising events including press conferences, exhibitions, open days and press tours.
- s) Maintaining and updating information on the organization's website.
- t) Managing and updating information and engaging with users on social media sites such as Twitter and Facebook.
- u) Sourcing and managing speaking and sponsorship opportunities
- v) Commissioning market research.
- w) Fostering community relations through events such as open days and through involvement in community initiatives.
- x) The rightful candidate should dedicate 24x7 to protect the interest of OPTCL and to create, maintain & enhance the reputation of OPTCL.

3. **Eligibility Conditions:**

- a) Must have possessed Graduation Degree. Post-Graduation Degree/ Diploma in Journalism & Mass Communication / Advertising / Marketing is desirable.
- b) Must have in possession of minimum 10 (ten) years experience in Public relations, event planning & organizing from Government Organisations / reputed private organizations.

4. **Selection Process:**

Selection will be made through personal interview of the short listed candidates by a Selection Committee.

5. **Certificates and documents to be carried to the interview:**

The candidate shall bring Original and photocopies (01 set) of the following documents:

- a. HSC or equivalent certificate in support of declaration of age issued by the concerned Board / Council.
- b. +2 / intermediate/ Higher Secondary Examination Certificate issued by the concerned Board / Council.
- c. Graduation Certificate issued by the recognized University and institutions.
- d. Post-Graduation Certificate issued by the recognized University and institutions.
- e. Identify proof.
- f. Relevant Experience Certificate.
- g. One recent passport size photograph.
- h. Other certificates/ testimonials if any.

6. **Tenure, Terms & Conditions:**

- a. The engagement will be initially for a period one year. The engagement may be extended further depending upon satisfactory performance and requirement of OPTCL.
- b. Date of Birth entered in the High School Certificate or equivalent certificate issued by the concerned Board/ council will only be accepted.
- c. The candidate selected will be engaged as Consultant (Public Relations) on contractual basis on a fixed monthly consolidated remuneration which is negotiable.

- d. He will not be entitled for Dearness Allowance or any other Special Pay or Allowance, over & above the consolidated remuneration.
- e. During the period of contractual engagement, he will be entitled to get Traveling Allowance for approved tours in line with the Corporation's prevailing norms.
- f. He will be provided with a CUG SIM (to be provided) by the Corporation.
- g. This is a full time appointment, hence the appointee shall not accept any other appointment paid or otherwise.
- h. The engagement can be terminated at any time by the Corporation giving one month notice, if performance found to be unsatisfactory. However in cases of any misconduct including but not limited to misappropriation, negligence or causing loss to the Corporation engagement can be terminated without any prior notice.
- i. The Consultant (Public Relations) will be eligible for 10 days of casual leave in a calendar year & which will not be carried forward to subsequent years. In case of engagement during mid of the calendar year this leave shall be reduced proportionately. No payment in lieu of unutilized leave will be paid at the end of expiry of contractual period.

7. **Procedure to Apply:**

The interested candidates may apply to the undersigned along with the following documents: (i) Bio-data in the enclosed format (ii) copy of all certificates in support of age, qualification and experience (self-attested) (iii) 2 nos. of recent passport size colour photographs. The envelope containing application should be super-scribed “**Application for Engagement as Consultant (Public Relations) in OPTCL**” and addressed to **Sr. General Manager (HRD), Outsourcing, Odisha Power Transmission Corporation Ltd., Janpath, Bhubaneswar - 751022**, so as to reach on or before **08.03.2019 (5.00 PM)**. The application should be sent by Regd. Post / Courier Service only. OPTCL shall not be responsible for any postal delay / wrong delivery / loss in transit. The application received after due date or incomplete applications or applications of ineligible candidates will be rejected without any further correspondence.

Sd/-

Sr. General Manager (HRD)

BIO-DATA

1. Application for : **Consultant (Public Relations)**
2. Name of the candidate :
3. Date of Birth :
4. Communication Address :
5. Mobile No./ Landline No :
6. Permanent Address :

7. Educational Qualification :

Exam. Passed & Year	Institution	Board / Council / University	Division / Class

8. Details of experience :

Sl No.	Name of Organization	Post Held	Period		Basic Salary
			From	To	
1					
2					
3					
4					

9. Is there any Civil / Criminal /Vigilance case / disciplinary Proceeding pending / contemplated against you or you have been penalised for misconduct during the period up to five years preceding to your retirement? If yes , furnish details:

I hereby declare that the above information is true to the best of my knowledge and belief. It is understood and agreed that any misrepresentation / suppression of information will render liable for cancelation of my candidature any stage / termination from engagement forthwith, without notice.

Date:

Place:

Signature of the Candidate