



भारतीय जन संचार संस्थान
INDIAN INSTITUTE OF MASS COMMUNICATION
(Deemed to be University)

Advt. No. 2023 / 2025 (1) (C)

Engagement of 25 Assistant Professors at IIMC & its all campuses on Contract Basis.

IIMC which is a Deemed to be University proposes to engage the following number of Assistant Professors (for IIMC New Delhi, Dhenkanal, Kottayam, Amravati, Aizawl and Jammu campus) on Contract Basis:

Programme/Course for Which the contractual faculty is sought	New Delhi	Dhenkanal	Kottayam	Amravati (MH)	Jammu	Aizawl	Total
MA Media Business Studies	3	-	-	-	-	-	3
MA Strategic Communication	3	-	-	-	-	-	3
MA New Media Communication	2	-	1	-	2	2	7
PG Diploma in Journalism (English)	-	1	1	1	1	1	5
PG Diploma in Journalism (Hindi)	-	-	-	1	1	-	2
PG Diploma in Journalism (Malayalam)	-	-	1	-	-	-	1
PG Diploma in Journalism (Odia)	-	1	-	-	-	-	1
PG Diploma in Corporate Communication & Brand Management	-	2	-	-	-	-	2
PG Diploma in Journalism (Marathi)	-	-	-	1	-	-	1
Total	8	4	3	3	4	3	25

1). Essential Qualifications for all Assistant Professors (A or B):

- A i) Master's Degree in **Journalism/ Mass Communication/Computer Science/ Computer Application/ Management /Business Administration/ Corporate Communication/ Public Relations/ Digital Media/ Communication Technology** with minimum 55% marks (or an equivalent grade in a point-scale wherever the grading system is followed) in a concerned/relevant/allied subject from an Indian University, or an equivalent degree from an accredited Foreign University.

- ii) Besides fulfilling the above qualifications, the candidate must have cleared the National Eligibility Test (NET) conducted by the UGC or the CSIR, or a similar test accredited by the UGC, like SLET/SET or who are or have been awarded a Ph.D. degree in accordance with the UGC (Minimum Standards and Procedure for Award of M.Phil./Ph.D. degree) Regulations, 2009 or 2016 and their amendments from time to time as the case may be exempted from NET/SLET/SET :

Provided, the candidates registered for the Ph.D. programme prior to July 11, 2009, shall be governed by the provisions of the then existing Ordinances/Bye-laws/Regulations of the Institution awarding the degree and such Ph.D. candidates shall be exempted from the requirement of NET/SLET/SET for recruitment and appointment of Assistant Professor or equivalent positions in Universities/Colleges/Institutions subject to the fulfillment of the following conditions:

- a. The Ph.D. degree of the candidate has been awarded in a regular mode;
- b. The Ph.D. thesis has been evaluated by at least two external examiners;
- c. An open Ph.D. viva voce of the candidate has been conducted;
- d. The candidate has published two research papers from his/her Ph.D. work, out of which at least one is in a referred journal;
- e. The candidate has presented at least two papers based on his/her Ph.D. work in conference/seminars sponsored funded/ supported by the UGC/ ICSSR/ CSIR or any similar agency.

The fulfillment of these conditions is to be certified by the Registrar or the Dean (Academic Affairs) of the University concerned.

Note : NET/SLET/SET shall also not be required for such Masters Programmes in disciplines for which NET/SLET/SET is not conducted by the UGC, CSIR or similar test accredited by the UGC, like SLET/SET.

OR

- A. The Ph.D. degree has been obtained from a foreign university/institution with a ranking among top 500 in the World University Ranking (at any time) by any one of the following: (i) Quacquarelli Symonds (QS) (ii) the Times Higher Education (THE) or (iii) the Academic Ranking of World Universities (ARWU) of the Shanghai Jiao Tong University (Shanghai).

Note : The Academic score as specified in Appendix II (Table 3A) for Universities, and Appendix II (Table 3B) for Colleges, shall be considered for short-listing of the candidates for interview only, and the selections shall be based only on the performance in the interview.

2). Essential Experience:

- Candidates should have minimum three years of teaching/industry experience in the relevant field, e.g. Media Business & related subjects/ Strategic Communication & related subjects/ Print/

Broadcast/ Advertising/ Corporate Communication/ Public Relations/Brand Management/ AI in Communication/ Digital PR/ Campaign Analytics/ Media Technologies/ Digital Media/ New Media/ Convergence Journalism/ Social Media. Knowledge of Web Designing and Graphic Designing. Hands on experience on Media Software – Adobe Creative Suite, Photoshop, In Design, After Effects Premiere Pro.

3). Desirable Qualifications/ Experience (Based on Programme/ Course for which Assistant Professor is sought to be engaged):

i) For MA Media Business Studies:

- Minimum 3 years teaching/ industry experience in relevant field.
- The candidates having specialization in the field of media management, management, business analytics, financial accounting, media economics, Intellectual Property Rights & Licensing, Media Markets, consumer behavior cyber security entrepreneurship will be given preference.

ii) For MA Strategic Communication:

- Minimum 3 years teaching/ industry experience in relevant field.
- The candidates having specialization in the fields of Strategic Communication/Defence Studies/Political Science, Foreign Policy/Internationals Relations/ Data Journalism/ Digital Media will be given preference.

iii) For MA New Media Communication:

- Minimum 3 years teaching/ industry experience in relevant field.
- The candidates having specialization of Data Analytics, Data Visualization and Content Management Systems. Experience in Multimedia, HTML, Joomla, AR, VR, in Online Journalism/ Social Media/Digital Marketing/ Data Journalism etc.

iv) For PG Diploma in Journalism (English):

- Minimum 3 years of work experience in a reputed English Media Organization.
- Teaching Experience at the undergraduate /post graduate level along with proficiency in language of English.

v) For PG Diploma in Journalism (Hindi):

- Minimum 3 Years of Work Experience in a reputed Hindi Media Organization.
- Teaching Experience at the undergraduate/post graduate level along with proficiency in language of Hindi.

vi) For PG Diploma in Journalism (Odia):

- Minimum 3 Years of Work Experience in a reputed Odia Media Organization.
- Teaching Experience at the undergraduate/ post graduate level along with proficiency in language of Odia.

vii) **For PG Diploma in Corporate Communication & Brand Management :**

- Minimum 3 years of Work Experience in teaching/industry related to corporate communication.
- Developing courses on corporate communication, CSR, internal communication or event management.
- A candidate will be familiar with tools like Meltwater, Brandwarch, Canva, Google Analytics, Hootsuite, HubSpot, Brandwatch, Canva, ChatGPT and Digital Platforms used in PR and branding
- A candidate having experience in designing or evaluating data driven PR campaigns or teaching courses in digital storytelling, AI- driven communication, or performance metrics.

viii) **For PG Diploma in Journalism(Malayalam):**

- Minimum 3 Years of Work Experience in a reputed Malayalam Media Organization.
- Teaching Experience at the undergraduate/ post graduate level along with proficiency in language of Malayalam

ix) **For PG Diploma in Journalism (Marathi):**

- Minimum 3 Years of Work Experience in a reputed Marathi Media Organization.
- Teaching Experience at the undergraduate/ post graduate level along with proficiency in language of Marathi.

4. Duration of Engagement: Initially for a period of One Year (02 Semesters). However, the retention beyond 1st academic semester shall be subject to satisfactory performance of the candidate.

5. Job Descriptions:

- To assist the concerned HoDs/ Regional Directors/Course Directors in smooth day- to-day functioning of academic programme of the course.
- To teach in the specific programme/course for which applied along with teaching in any other courses offered by IIMC, and other related academic work.
- To help in managing the teaching/other activities/study visit of the students during the course.
- Minimum teaching hours (direct teaching i.e.16 Hours per week) as per UGC rules shall be applicable.
- To coordinate with media experts/guest faculty for the classes, as asked by the HoDs/ Regional Directors/ Course Directors.
- To coordinate and assist the HoD/Course Directors in industry interface for internships of students.
- Any other assignment given by the concerned HoDs/ Regional Directors/ Course Directors.

6. Language Proficiency:

- Candidates applying to be engaged for MA Media Business Studies, MA Strategic Communication and PG Diploma in Digital Media should be proficient in both Hindi & English.

- ii) The candidate applying to be engaged for language journalism courses (Odia/Urdu/ Marathi/ Malayalam) must have proficiency in the language concerned also. Similarly, candidates applying to be engaged for PG Diploma in Journalism (Hindi) and PG Diploma in Journalism (English) should be proficient in Hindi and English respectively.

7). Age: Preferably less than 55 years on the last date of receipt of application.

8). Remuneration: Rs. 57,700/- (Consolidated) per month.

9). Other Terms & Conditions:

- i. Employment will be purely on temporary and contract basis for initial period of one year (02 Semester) extendable upto maximum two years from initial joining, subject to performance evaluated by the IIMC authorities/ Feedback from the students.
- ii. Services may be terminated at any time without assigning any reason by giving one month's notice by either side or payment of one month's remuneration in lieu of notice period by the IIMC.
- iii. In case of indiscipline only a notice period as specified by the Institute will be applicable.
- iv. This engagement does not confer any right to claim for regularization.
- v. Biometric Attendance shall be compulsory.

10). Important Instructions:

- i) Interested and eligible candidates are requested to send their CVs along with duly filled in application form. They should email the application form and the CV to iimcrecruitmentcell@gmail.com.
- ii) Candidates must indicate the IIMC Campus (New Delhi, Dhenkanal, Kottayam, Amravati, Aizawl and Jammu) for which he/she applied. In case they wish to apply for multiple campuses, they may state all the campuses for which they wish to be considered.
- iii) In case a candidate wishes to apply for multiple positions (e.g. Assistant Professor for PG Diploma (English) and also PG Diploma (Hindi)), they may state so clearly in the prescribed application form.
- iv) Application complete in all respect should reach to the Deputy Registrar, IIMC, Aruna Asaf Ali Marg, JNU New Campus, New Delhi – 110067 latest by 5.00 p.m. of 4th June, 2025 along with a Demand Draft of Rs 500.00 to be drawn in favour of the “Registrar, Indian Institute of Mass Communication” payable at New Delhi.
- v) Application received without complete information or without requisite fees shall be liable to be rejected. Fees once paid shall not be refunded under any circumstances.
- vi) Number of contractual engages to be engaged pursuant to this advertisement may be increased or decreased as per the requirement of the University.
- vii) Closing date for receipt of applications is 5:00 pm of 4th June, 2025.
- viii) Interview will be held online for which details of platform, etc. will be shared with the candidates in due course.



Indian Institute of Mass Communication
Aruna Asaf Ali Marg, New JNU Campus, New Delhi- 110067

Application for the Position of Assistant Professor (on contract) in IIMC.

Advertisement No..... Demand Draft No..... Demand Draft date:..... Demand Draft Issuing Bank Name.....	3.5 x 4.5 Passport Size Photo
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Refer to the advertisement and select (✓) the Programme /Course and the Campus/Campuses for which you are applying. You can make multiple selections based on your willingness and meeting the qualifications:

Programme/ Course and Campus for which applied	New Delhi	Dhenkanal	Kottayam	Amravati (MH)	Jammu	Aizawl
MA in Media Business Studies						
MA in Strategic Communication						
MA in New Media Communication						
PG Diploma in Journalism (English)						
PG Diploma in Journalism (Hindi)						
PG Diploma in Journalism (Malayalam)						
PG Diploma in Journalism (Odia)						
PG Diploma in Corporate Communication & Brand Management						
PG Diploma in Journalism (Marathi)						

I. Personal Data

Name in Full	
Mother's Name	
Father's Name	
Date of Birth DD– MM –YYYY	
Address for correspondence	
Contact Information:	Phone: E-mail:
Nationality	
Languages known at the proficient level	

II. Educational Qualifications (all degrees-beginning with the highest degree, XIIth and Xth Class)

Exam/Degree	University/ Institution	Subjects	% Marks/ Grade	Year of passing

III. Details of NET/SLET or SET Qualifications

No.	Particulars	Year when qualified
1	National Eligibility Test(NET)	
2	State Eligibility Test(SET)	

IV. Details of Research, Publications, and Consultancy activities.

No.	Area of academic activity	Particulars	Research Score claimed* (wherever applicable)
1.	Research Papers in peer reviewed or UGC listed Journals.		
2.	Publications(other than research papers)		
3.	Creation of ICT Material		
4.	Research Guidance		
5.	Patents		
6.	Lectures/Seminars/Conferences		

** Please refer to Table 2 of Appendix II of UGC Notification of 18th July, 2018 on 'UGC Regulations on Minimum Qualifications for Appointment of Teachers and Other Academic Staff in Universities and Colleges and Measures for Maintenance of Standards in Higher Education, 2018'.*

V. Desirable qualifications: Candidates may mention how they meet the desirable qualifications for the position/positions applied for:

[illegible]

VI. Present Employment

Designation	Organization	Nature of Work	Date of Joining (DD/MM/YYYY)

VII. Other Work Experience (fill up to last four)

Designation	Organization	Nature of Work	Period (From MM/YYYY, To MM/YYYY)

VIII. Any other information relevant to the candidate, e.g., significant achievements, award, etc.

Particulars	Year

(Please attach separate sheet, if necessary)

IX).Professional References

Name and contact information(Phone/Email)	Nature of Professional Relationship with the Referee (e.g. Direct Manager, Colleague)

(References may be from present/past employer, professors/ teachers who have taught the applicant)

I hereby declare that the information given in the application form is true and correct to the best of my knowledge and belief.

(Signature of Applicant)

Place:

Date :