



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

Advt.No. 2023 / 2025 (2) (C)

Engagement of Academic-cum-Teaching Associate (23) at IIMC and its all campuses on Contract Basis

IIMC which is a Deemed to be University proposes to engage the following number of Academic-cum-Teaching Associates (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 in Media Business Studies | 1 | - | - | - | - | - | 2 |
| MA in Strategic Communication | 1 | - | - | - | - | - | 2 |
| MA in New Media Communication | 1 | - | 1 | - | 1 | 1 | 4 |
| PG Diploma in Journalism (English) | 1 | 1 | 1 | 1 | 1 | 1 | 6 |
| PG Diploma in Journalism (Hindi) | 1 | - | - | 1 | 1 | - | 3 |
| PG Diploma in Journalism (Malayalam) | - | - | 1 | - | - | - | 1 |
| PG Diploma in Journalism (Odia) | - | 1 | - | - | - | - | 1 |
| PG Diploma in Journalism (Marathi) | - | - | - | 1 | - | - | 1 |
| PG Diploma in Journalism (Urdu) | 1 | - | - | - | - | - | 1 |
| PG Diploma in Corporate Communication & Brand Management | - | 1 | - | - | - | - | 1 |
| PG Diploma in ADPR | 1 | - | - | - | - | - | 1 |
| PG Diploma in RTV | 1 | - | - | - | - | - | 1 |
| Centre for Executive Programme and Short Programme | 1 | | | | | | 1 |
| Total | 9 | 3 | 3 | 3 | 3 | 2 | 23 |

1. Essential Qualifications for all Academic-cum-Teaching Associates:

Educational Qualifications:

Master's Degree in Journalism/Mass Communication/Computer Science/ Computer Application/ Management/ Business Administration/Corporate Communication/ Public Relations/ Digital Media/ Communication Technology with at least 55% marks in aggregate or equivalent graded score.

OR

Graduate in any subject with minimum 55% marks along with Post Graduate Diploma in Mass Media/ Journalism and Mass Communication/Management/ Computer Application/ Corporate Communication/ Public Relations/Strategic Branding/ Media Relations/ Digital Media.

2). Essential Experience:

Minimum one year of teaching/Industry experience in relevant discipline.

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

I. For MA Media Business Studies:

- Ph.D. in relevant discipline.
- 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 entrepreneurs will be given preference with minimum 1 year of experience of Teaching and/or Industry.
- The candidates having cleared National Eligibility Test (NET) conducted by the UGC will be preferred.

II. For MA Strategic Communication:

- Ph.D. in relevant discipline.
- The candidates having specialization in the fields of Strategic Communication/Defence Studies/Political Science, Foreign Policy/Internationals Relations will be given preference with minimum 1 year of experience of Teaching and/or Industry.
- The candidates having cleared National Eligibility Test (NET) conducted by the UGC will be preferred.

III. For MA New Media Communication

- Ph.D. in relevant discipline.
- Minimum 1 Year of Work Experience in a reputed Digital Media organization. Hands on experience on Media Software as Adobe Creative Suite (Photoshop, Indesign, After effects, Premiere Pro).
- Knowledge of Data Analytics and Data visualization, Content Management Systems.
- Teaching Experience at the undergraduate/post graduate level.
- The candidates having cleared National Eligibility Test (NET) conducted by the UGC will be preferred.

IV. PG Diploma in English Journalism:

- Ph.D. in relevant discipline.
- Minimum 1 Year of Work Experience in a reputed Media Organization (English language).
- Teaching Experience at the undergraduate/ post graduate level along with proficiency in language of English.
- The candidates having cleared National Eligibility Test (NET) conducted by the UGC will be preferred.

V. For PG Diploma in Hindi Journalism:

- Ph.D. in relevant discipline.
- Minimum 1 Year of Work Experience in a reputed Media Organization (Hindi Language).
- Teaching Experience at the undergraduate/ post graduate level along with proficiency in language of Hindi.
- The candidates having cleared National Eligibility Test (NET) conducted by the UGC will be preferred.

VI. For PG Diploma in Radio & Television:

- Ph.D. in relevant discipline.
- Minimum 1 Year of Work Experience in a reputed Media Organization (Radio/TV).
- Teaching Experience at the undergraduate/ post graduate level along with proficiency in language of English and Hindi.
- The candidates having cleared National Eligibility Test (NET) conducted by the UGC will be preferred.

VII. For PG Diploma in Advertising & Public Relations:

- Ph.D. in relevant discipline.
- Minimum 1 Year of Work Experience in an Advertising Agency/ PR Agency/Media Buying. Hands on experience on Media Software as TAM and IRS.
- Teaching Experience at the undergraduate/post graduate level language of English and Hindi.
- The candidates having cleared National Eligibility Test (NET) conducted by the UGC will be preferred.

VIII. For PG Diploma in Urdu Journalism:

- Ph.D. in relevant discipline.
- Minimum 1 Year of Work Experience in a reputed Media Organization (Urdu language).
- Teaching Experience at the under graduate/post graduate level along with proficiency in language of Urdu.
- The candidates having cleared National Eligibility Test (NET) conducted by the UGC will be preferred.

IX. For PG Diploma in Strategic Communication & Brand Management:

- Ph.D. in relevant discipline.
- Minimum 1 Year of Work Experience in a reputed Media Organization.
- Teaching Experience at the under graduate/post graduate level along with proficiency in language of English/Hindi and Odia.
- The candidates having cleared National Eligibility Test (NET) conducted by the UGC will be preferred.

X. For PG Diploma in Odia Journalism:

- Ph.D. in relevant discipline.
- Minimum 1 Year of Work Experience in a reputed Media Organization (Odia language).
- Teaching Experience at the undergraduate/post graduate level along with proficiency in language of Odia.
- The candidates having cleared National Eligibility Test (NET) conducted by the UGC will be preferred.

XI. For PG Diploma in Malayalam Journalism:

- Ph.D. in relevant discipline.
- Minimum 1 Year of Work Experience in a reputed Media Organization (Malayalam language).
- Teaching Experience at the undergraduate/post graduate level along with proficiency in language of Malayalam.
- The candidates having cleared National Eligibility Test (NET) conducted by the UGC will be preferred.

XII. For PG Diploma in Marathi Journalism:

- Ph.D. in relevant discipline.
- Minimum 1 Year of Work Experience in a reputed Media Organization (Marathi).
- Teaching Experience at the undergraduate/post graduate level along with proficiency in language of Marathi.
- The candidates having cleared National Eligibility Test (NET) conducted by the UGC will be preferred.

XIII. For Centre for Executive Programme and Short Programme:

- Ph.D. in relevant discipline.
- Minimum 1 Year of Work Experience in handling workshops, executive education, certificate programme etc.
- Teaching Experience at the undergraduate/post graduate level along with proficiency in language of English & Hindi
- The candidates having cleared National Eligibility Test (NET) conducted by the UGC will be preferred.

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.

5. Job Descriptions:

- i) Assist the concerned Course Directors/HoDs/Regional Directors/Centre Head in smooth day-to-day functioning of academic programme of the course.
- ii) Help in managing the teaching/other academic activities/study visits of the students during the course.
- iii) To coordinate with media experts/ guest faculty for the classes, as asked by. Course Directors/ HoDs /Regional Directors/Centre Head
- iv) To teach student and evaluate their assignments as asked by Course Directors/HoDs/Regional Directors/Centre Head.
- v) Minimum teaching hours (direct teaching) i.e.10-12 Hours per week should be applicable along with biometric attendance.
- vi) Adherence of office timings as per GoI norms.
- vii) Coordination and assist the CDs/ HoDs/RDs in industry interface for internships of students
- viii) Any other assignments given by Course Directors/ HoDs/Regional Directors/Centre Head.

6. Language Proficiency:

- i) Candidates applying to be engaged for MA Media Business Studies, MA Strategic Communication, PG Diploma in Digital Media and Centre for Executive Education and Short Programmes should be proficient in both Hindi & English
- ii) The candidate applying to be engaged for language journalism course (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 40 years on the last date of receipt of application.

8).Remuneration: Rs. 40,000/- (Consolidated) per month.

9.)Other Terms & Conditions:

- i. Employment will be purely on temporary and contract basis for initial period of one year (02 Semesters) 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 mention 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. Academic-cum-Teaching Associate for PG Diploma (English) and also PG Diploma (Hindi) & others, 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 engagees 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 5:00pm 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

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|--|---------------------------------|
| Advertisement No..... | 3.5 x4.5 Passport Size Photo |
| Demand Draft No..... Demand Draft date:..... | |
| Demand Draft Issuing Bank Name..... | |

Application for the Position of Academic-cum-Teaching Associate (on contract) in IIMC
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 Media Business Studies | | | | | | |
| MA Strategic Communication | | | | | | |
| MA 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 Journalism (Marathi) | | | | | | |
| PG Diploma in Journalism (Urdu) | | | | | | |
| PG Diploma in Corporate Communication & Brand Management | | | | | | |
| PG Diploma in ADPR | | | | | | |
| PG Diploma in RTV | | | | | | |
| Centre for Executive Education and Short Courses | | | | | | |

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 |
|-------------|-------------------------|----------|------------------|--------------------|
| | | | | |
| | | | | |
| | | | | |
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III. Details of NET/SLET or SET Qualifications (if applicable)

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

IV. Details of Research, Publications, and Consultancy activities (if applicable)

| 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 :