



Ministry of Culture  
Government of India



आंचलिक विज्ञान नगरी

(राष्ट्रीय विज्ञान संग्रहालय परिषद् की एक इकाई)

संस्कृति मंत्रालय, भारत सरकार

अलीगंज विस्तार, खण्ड-ई (एकता विहार) लखनऊ-226024, उत्तर प्रदेश

REGIONAL SCIENCE CITY

(A unit of National Council of Science Museums)

Ministry of Culture, Govt. of India

Aliganj Extension, Sector-E (Ekta Vihar), Lucknow-226024, U.P.

(Adv. No. 03/2025)

### Engagement of a Young Professional in the field of Public Relations & Marketing

Regional Science City, Lucknow is a constituent unit of National Council of Science Museums (NCSM), an autonomous body under the Ministry of Culture, Government of India, invites applications for Engagement of a Young Professional in the field of Public Relations & Marketing as per details given below. The interested candidates may appear in Walk-in-Test scheduled to be held at Regional Science City, Lucknow on 15/07/2025 at 10:00 a.m. onwards:

Sl. No.	Position	Required Qualification	Experience Required	Remuneration (Monthly)	No. of Persons Required & Location of Deployment	Work Profile
1.	Assistant Public Relations Executive	<p><b>Minimum Qualification:</b></p> <ul style="list-style-type: none"> <li>PG Degree/PG Diploma in Journalism and Mass Communication, Public Relations, Media Science and other relevant field with 2 years' experience. OR,</li> <li><b>Graduation in Journalism and Mass Communication/Public Relations/Media Science and other relevant fields with 4 years of experience.</b></li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>Certificate Course in Digital Marketing/Social Media Marketing etc.</li> <li>Should have good communication skill and command over English &amp; Hindi. Having knowledge of respective regional languages will be an advantage.</li> </ul> <p>Candidate having knowledge of graphic designing and/or video editing shall be preferred.</p> <p><b>Age Limit:</b> Maximum 35 years.</p>	<p>Minimum 2 years for Masters/<b>4 Years for Graduates</b></p> <p>(Experience in the field of Public Relations, Social Media Management, Social Media Analytics, Content Development, branding, conducting campaigns, handling Media and organising Press Conferences, etc.)</p>	Rs. 35,000/-	<p><b>01 (One) person:-</b></p> <p>At Regional Science City, Lucknow-</p> <p>OR</p> <p>To be decided by the competent authority from time to time.</p>	<ul style="list-style-type: none"> <li>Branding and Image building of the Science Museum/Centres and its facilities.</li> <li>Developing Relationship with media and stakeholders.</li> <li>Write Press Release and Organise Press Conference.</li> <li>Conduct Visitor Survey and Submit Analytical Report.</li> <li>Handle Social Media pages, Prepare and Submit Analytics/Insight Report from time to time.</li> <li>Digital and Social Media Marketing</li> <li>Preparation of various Reports and Publications.</li> <li>Coordination within the zone and with the Headquarter.</li> <li>All other works as advised by the competent authority from time to time.</li> </ul>

### **General Terms & Conditions:**

1. **Engagement:** The engagement will be purely on contract basis and will not confer any right for regular appointment in NCSM or any of its units. The initial period of engagement will be for one (1) year, which can be extended up to a maximum period of one more year subject to functional requirements, appraisal of the performance and medical fitness of the individual.
2. The Young Professionals will be appointed on a full-time basis and will not be permitted to take up any other assignment during the period of engagement as Young Professional in the Regional Science City, Lucknow or any other unit of NCSM.
3. **Termination:** Regional Science City, Lucknow under NCSM reserves the right to terminate the contract at any time without prior notice and without providing any reason for it. However, in the normal course, termination of contract may be done by giving one month's notice or salary, as the case may be, without providing any reason for it. The Young Professional can also seek termination of the contract upon giving minimum one month's notice to the Regional Science City, Lucknow or NCSM.
4. **TA/DA-** TA/DA is allowed for travel in the country in connection with official work, subject to the approval of the competent authority. The permissible mode of journey will be by Rail in AC Three Tier. Hotel accommodation, food and taxi fare shall be admissible as per entitlement of officials in Level – 5.
5. **Leave:** The Young Professionals shall be entitled to leave for 12 days in a year on a pro rata basis. Further, an absence of up to one month may be considered without remuneration.
6. The Young Professionals shall not be entitled to any other allowances such as HRA, CGHS/Medical facility, medical reimbursement etc. apart from the monthly remuneration mentioned above.
7. The Young Professionals shall be required to observe the normal office timing and may also be called upon to attend the office on Sunday or any holiday in case of exigencies of work. They shall mark their attendance mandatorily and failing which may result in deduction of remuneration.
8. The Young Professionals will have to sign a Confidentiality and Non-Disclosure Undertaking before the commencement of assignment.
9. Interested candidates may report on 15/07/2025 at 9:00 a.m sharp alongwith duly filled-in prescribed Application Form supported with self-attested photocopy of all related documents for verification of credentials to appear in walk-in-test & interview at Regional Science City, Lucknow. No candidate will be allowed to enter after 10:00 A.M.
10. Candidates are advised to come up with pen, pencil, hard board and all original testimonials / documents for verification.
11. The cancellation of this advertisement or any amendment at any point of time is at the sole discretion of the management of Regional Science city, Lucknow or NCSM.