



भारतीय खेल प्राधिकरण
Sports Authority of India
Ministry of Youth Affairs and Sports
Govt. of India

13th October, 2020

No. 1(1) SAI/TOPS/Staff/2017-18

Sub: Engagement of Advisor / Consultant (Media Management) for the TOPS Division.

1. **Role:** The Sports Authority of India (SAI), the apex national sports development body established in 1984 by the Ministry of Youth Affairs and Sports (MYAS), Government of India (GoI), is seeking a Advisor / Consultant (Media Management) for the TOPS Division (on a part-time basis) to drive, support and manage its sport development initiatives in terms of Media Strategy, communication and public relations.
2. **Requirement:** 01 Advisor / Consultant (Media Management) based in Sports Authority of India HQ in New Delhi. Candidate may need to travel within India or outside.
3. **Qualification:**
 - i. More than 30 years of experience in covering multiple sports disciplines with leading dailies.
 - ii. Should have at least 5 years of experience in leadership position.
 - iii. The candidate should have a credible working experience of reporting on more than five Olympic disciplines.
4. **Responsibilities:**
 - i. Developing long-term media strategy for the Division which is aligned to the mission and goals of SAI.
 - ii. Ensuring complete digital presence including Social Media for the TOP Scheme and associated athletes.
 - iii. Identifying/understanding the expectations of all stakeholders.
 - iv. Facilitating external communication for various initiatives by developing systems and procedures for different activities of the department.

- v. Planning, developing and implementing PR strategies across all media including press, social media and publications.
 - vi. Written and photographic documentation of various internal and external events and activities of the organization and creating best practices for promotion and communication (internal, press, social media etc).
5. **Tenure:** The contractual engagement will be for a period till Tokyo Olympics 2021(on a part-time basis).
6. **Remuneration:** Rs. 10,000/- per diem with the cap of Rs. 1.5 Lakh/month.
7. Eligible and interested candidates may email their detailed CV by **20th October, 2020 (05:00 PM IST)** to tops.sai@gov.in . The shortlisted candidates will be required to appear for the online interview on **22nd October, 2020**. The link for the interview will be shared with the shortlisted candidates on **21st October, 2020**.

Sd/-

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