

WEEKLY CAREER BULLETIN

(Information related to Employment & Career)

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EMPLOYMENT/RECRUITMENT NOTIFICATION

❖ **Union Public Service Commission (UPSC)** has released notification in the Employment News (08 April -14 April) 2023 for recruitment to the various posts including Research Officer, Assistant Director, Public Prosecutor, Junior Engineer (Civil) and others (**Total vacancies=155**). The Last date for submission of online application is **27-04-2023**.

For details please visit

<https://www.upsc.gov.in/whats-new/07%20-%202023>

or

https://www.upsc.gov.in/sites/default/files/Advt-No-07-2023-engl-060423_0.pdf

❖ **Balmer Lawrie & Company Limited** has invited online applications for various posts including Chief Manager, Senior Manager, Manager, Deputy Manager and Assistant Manager (**Total vacancies=27**). The Last date for submission of online application is **21-04-2023**.

For details please visit

<https://www.balmerlawrie.com/pages/currentopening>

❖ **Staff Selection Commission (SSC)** has published notification for the recruitment of Combined Graduate Level (CGL) Exam 2023 Vacancies in Group B & C (**Total vacancies=7500**). The last date for submission of online application is **03-05-2023 by 23:00 Hrs**.

For details please visit

<https://ssc.nic.in/>

or

https://ssc.nic.in/SSCFileServer/PortalManagement/UploadedFiles/notice_CGLE_03042023.pdf

❖ **Central Reserve Police Force (CRPF)** has advertised a notification for the recruitment of Constable posts (**Total vacancies=9212**). The Last date for submission of online application is **25-04-2023**.

For details please visit

<https://crpf.gov.in/recruitment.htm>

❖ **National Institute for the Empowerment of Persons with Disabilities (NIEPID)** has published notification in the Employment News for various posts including LDC, Stenographer, Nurse and others (**Total Vacancies=39+**). The last date for submission of online application is **28-04-2023**.

For details please visit

https://www.niepid.nic.in/emp_012023.php

or

https://www.niepid.nic.in/emp0123/pn_012023.pdf

- ❖ **National Law University of Meghalaya** has released an employment notification for the recruitment of Associate Professor, Junior Administrative and other posts (**Total Vacancies=50**). The last date for submission of online application is **15-05-2023**.

For details please visit

[https://meghalaya.gov.in/announce/content/4450](https://meghalaya.gov.in/announce/content/44501)

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or

https://meghalaya.gov.in/sites/default/files/announcement/NLUM_09_Estt_Advt_2022_83.pdf

- ❖ **Central Institute Of Petrochemicals Engineering & Technology (CIPET)** has Announced notification for Recruitment of various Group- B & C on direct recruitment basis (**Total Vacancies=38**). The last date for submission of online application is **29-05-2023**.

For details please visit

<https://www.cipet.gov.in/job-opportunities/downloads/15-04-2023-001/Advertisement.pdf>

- ❖ **Central Agricultural University (CAU) Imphal** has Announced Notification for the Recruitment of Professor, Asst Professor & Other Vacancy (**Total Vacancies=190**). The last date for submission of online application is **31-05-2023**.

For details please visit

<https://cau.ac.in/recruitment-for-the-various-posts-of-assistant-professor-associate-professor-and-professor-of-central-agricultural-university-imphal/>

- ❖ **BEML Limited**, a pioneer in Multi Business (Defence, Mining & Construction, Rail & Metro, Aerospace, Dredging etc.) Heavy Engineering Company has released notification for 68 Manager/ Diploma Trainee & Other posts in the Employment News (**Total vacancies=68**). The Last date for submission of online application is **01-05-2023**.

For details please visit

https://www.bemlindia.in/wp-content/plugins/career/WCP/DATA/Writereaddata/Career/Advt_SRD_KP-S-04-2023.pdf

or

<https://www.bemlindia.in/careers/current-recruitments/>

- ❖ **National Institute for the Empowerment of Persons with Disabilities (NIEPID)** has published notification in the Employment News (08 April -14 April) 2023 for various posts including LDC, Stenographer, Nurse and other posts (**Total vacancies=39**). The Last date for submission of online application is **28-04-2023**.

For details please visit

https://www.niepid.nic.in/emp_012023.php

or

https://www.niepid.nic.in/emp0123/pn_012023.pdf

CAREER TIPS



What is the Importance of Social Media?

Brands need Social Media to be where their customers are!

According to [Statista](#), there are 3 billion social media users worldwide, which is nearly 50% of the global population. It was also analyzed that an average person spends 2+ hours daily on social networks and messaging apps. Thus, making it integral for brands to devise business strategies that incorporate social media marketing.

A career in social media is thriving due to the investment brand do in their social media. Social media enables the brand to interact with its customers, and acquire and retain users as well. Social media provides for two-way communication as opposed to one-way communication.



Another important reason for brands to be using social media is to build strategies that can help them in overcoming the competition. There are various jobs related to social media that help the companies to gather data that helps the company in becoming data-centric.

The Crisis has Increased Social Media Usage!

The everyday user is spending a massive amount of time online not just for entertainment but also learning, working, or staying updated.



An analysis of social media behavior and usage since the pandemic showcases:

- A surge in engagement rates.
- The use of digital channels to educate.
- Users are more likely to see a post in the ephemeral form (available for a short time, usually 24 hours) than permanent content in the form of social media posts.
- Smartphones have slowly taken over the desktop to be the primary consumption channel for social media.
- Videos are the next big thing, as users are more likely to watch a video than read a lengthy article on a similar topic.

What are the Job Roles in Social Media?



1. Social Media Managers

A social media manager is someone who administers every activity for the company or individual that is related to social media. A **career in social media** needs a good knowledge of several online platforms, but the manager is directly responsible for the creation, updation, and reaction of all social media activities.

The social media managers are responsible for the brand image. They influence the perception of

people towards the brand. Due to their efforts, they are able to make a customer stick to the brand, acquire new customers and most importantly generate more leads that help in the company's growth and revenue.

The social media managers are also responsible for building brand recognition, increasing traffic, relationship building and creating engaging content.

2. Social Media Analyst

The social media analysts enable the organisation to assess the data and success of any social media campaigns, uploads, etc. It is due to their efforts that businesses are able to make use of the data and create strategies that hold the customers.

3. Social Media Community Manager

He/She is responsible for publicizing the brand or enterprise in the community using their own social media channels.

Copywriter	Brand Ambassador
Blogger	Public Relations Manager
Digital Marketing Manager	Social Media Strategist
Social Media Consultant	Public Relations & Social Media Strategist
Chief Marketing Officer (CMO)	Director of Marketing & Social Media

How to make a successful career in Social Media Management?

➤ **Learn the Basics:** Social Media Marketing is not only about tweeting, sharing and creating memes; there is much more to it. More than 25% of the time spent online on social networks, like Facebook, Twitter, etc. and 60% of buying online occurs based on the reviews that are seen on social media. Therefore, this is a serious discipline to follow. You can learn the basics of social media marketing in Digiperform or you can avail for only short-term Social Media based certifications such as *Social Media Marketing Certification* offered by various Digital Marketing Training Institutes as well companies.

➤ **Explore your Passion for the Job and other Communities:** Once you get enrolled in a company, you need to be more experimental and realistic as well and act as a personal advocate for the value that social media can bring to an organization. Also, you need to create your fan base as well. Make sure that when someone views your profile, you're also connected to industry experts. The connection plays a big role in the social media career. Later, you can use same connections for your professional work as well.

➤ **Offer your Skills for Free or Freelancing:** If you're starting out on your own or even working somewhere, offer a free social media analysis to a couple of small companies in your industry/region. Get involved where you can with friends' businesses/personal fronts and document the steps you've taken to achieve results, and your success. It will help you to earn extra as well. If you're already part of a large marketing department, volunteer your skills and time for any internal social media initiatives that are going on whether it's your project or not.

➤ **Learn Advanced Social Media Marketing skills:** Most of the clients definitely know the difference between good and bad social media. To stand out as a skilled social media marketer You'll need to learn some advanced :

- Optimizing YouTube videos with descriptions, tags, titles, annotations, etc.
- Custom Facebook apps
- Custom Twitter and YouTube headers
- Knowledge of hashtag marketing
- Knowledge of webcasts, Google+ Hangouts, email capture forms, etc.

Ref:

<https://www.upgrad.com/blog/career-in-social-media-ultimate-guide/>
<https://digiperform.com/career-social-media-marketing/>

Social Media platform of MCC Agartala

- ✓ Follow MCC Agartala YouTube Channel at : <https://www.youtube.com/channel/UCFShAKmjNNz2C:b8aw8TEcQ>
- ✓ Follow and subscribe our Facebook Page for updated information <https://www.facebook.com/mccagt>
- ✓ Follow our Twitter handle address at <https://twitter.com/MCCAgartala>
- ✓ Login to National Career Service Portal for getting <https://www.ncs.gov.in/>