



RESERVE BANK OF INDIA SERVICES BOARD, MUMBAI

Advt. No. 2A/ 2023-24

(This advertisement and the link to apply Online can be accessed on RBI Website www.rbi.org.in)

RESERVE BANK OF INDIA – RECRUITMENT FOR THE POST OF COMMUNICATION CONSULTANT/MEDIA ANALYST-ON FULL TIME CONTRACT

“[Applications](#)” are invited for the following post in Reserve Bank of India (RBI/Bank).

Post	No. of Vacancies						
	Unreserved i.e., General (GEN/UR)	Scheduled Castes (SC)	Scheduled Tribes (ST)	Other Backward Classes (OBC)	Economically Weaker Section (EWS)	PwBD	TOTAL
Communication Consultant/Media Analyst on full time contract	01	-	-	-	-	-	01

Reservation for SC/ST/OBC/EWS: There is no reservation for SC, ST, OBC and EWS categories. However, they can apply as General candidates without being eligible for any concessions/relaxations.

Reservation for PwBD: There is no reservation for Persons with Benchmark Disabilities (PwBD). However, PwBD candidates may apply without any concession except for relaxation in age, subject to their suitability to the post, as indicated in the table below. The Bank has identified the following categories suitable for the post along with the functional requirements. Only following categories of PwBD candidates are, therefore, eligible to apply for the posts.

Sr. No	Name of Post	Functional Requirements*	Suitable category of Benchmark Disabilities**
1	Communication Consultant/Media Analyst on full time contract	S, W, MF, RW, SE, C	a) B, LV
			b) HH
			c) OA, BA, OL, BL, OAL, CP, LC, Dw, AAV, SD/SI
			d) ASD(M), MI
			e) MD involving (a) to (d) above

* Functional Requirements Abbreviations Used: S=Sitting, W=Walking, MF=Manipulation with Fingers, RW=Reading & Writing, SE=Seeing, C=Communication.

** Category Abbreviations Used: B=Blindness, LV=Low Vision, HH=Hard of Hearing, OA=One Arm, BA=Both Arms, OL=One Leg, BL=Both Legs, OAL=One Arm and One Leg, CP=Cerebral Palsy, LC=Leprosy Cured, Dw=Dwarfism, AAV=Acid Attack Victim, SD / SI = Spinal Deformity and Spinal Injury with / without any associated neurological / limb dysfunction, ASD (M) = Autism Spectrum Disorder (Mild), MI = Mental Illness, MD = Multiple Disabilities.

PwBD candidates should possess a latest disability certificate issued by a Competent Authority as prescribed vide The Rights of Persons with Disabilities Act, 2016 (RPWD Act, 2016). Such certificate shall be subject to verification/re-verification as may be decided by the Board/ competent authority.

1. Communication Consultant/Media Analyst on full time contract

I. Eligibility Criteria (as on May 01, 2023)

(a) Nationality: a candidate must be either:

- i. A citizen of India, or
- ii. A subject of Nepal, or
- iii. A subject of Bhutan, or
- iv. A Tibetan refugee who came over to India before 1st January, 1962 with the intention of permanently settling in India, or
- v. A person of Indian origin who has migrated from Pakistan, Burma, Sri Lanka, East African countries of Kenya, Uganda, the United Republic of Tanzania, Zambia, Malawi, Zaire, Ethiopia and Vietnam with the intention of permanently settling in India

Provided that a candidate belonging to categories (ii), (iii), (iv) and (v) shall be a person in whose favour a certificate of eligibility has been issued by the Government of India.

A candidate in whose case a certificate of eligibility is necessary, may be admitted to the examination, but the offer of appointment may be given only after the necessary eligibility certificate is issued to him/her by the Government of India

(b) Age: A candidate must have attained the age of 35 years and must not have attained the age of 50 years as on May 01, 2023 i.e., he/she must have been born not earlier than May 02, 1973 and not later than May 01, 1988. For PwBD candidates the upper age limit is relaxable up to 10 years subject to maximum age of the candidate shall not exceed 56 years as on May 01, 2023.

(c) Educational qualifications

Post-Graduation and a Graduation with first class (equivalent to 60%) in Mass Communication / Journalism / Public Relations of a reputed institute, preferably affiliated to / recognized by a reputed university. OR

Post-Graduation and a Graduation with first class (equivalent to 60%) in Economics / Literature with Diploma in Journalism or Mass Communication or Public Relations of minimum one-year duration conducted by reputed institutes, preferably affiliated to / recognized by a reputed university

Note I: The candidate must hold a degree of any of Universities incorporated by an Act of the Central or State Legislature in India or other educational institutions established by an Act of Parliament or declared to be deemed as a University Under Section-3 of the University Grants Commission Act, 1956, or possess an equivalent qualification from a foreign university recognized by the Association of Indian Universities.

Note II: Some Universities/Institutes/Boards do not award Class or percentage of marks and allot Aggregate Grade Points (e.g. CGPA/OGPA/CPI, etc.). In case University/Institute/Board defines criteria for conversion of Aggregate Grade Point into percentage of marks, the same will be accepted. However, where the University/Institute/Board does not define criteria for conversion of Aggregate Grade Point into percentage of marks, in the degree/passing certificates, the undefined parameter(s) would be worked out as under:

Equivalent CGPA/OGPA/CPI or similar terminologies allotted on a 10-point scale	Aggregate Percentage of Marks
6.75	60%

- (d) Experience:** Minimum 10 years' experience in Journalism/Media preferably in economic/financial reporting, OR
Minimum 10 years' experience in public relations preferably with banks, financial institutions, financial sector regulators

Skill set: Good communication skills- oral and written, good management skills

II. Job Profile:

The role of the 'Communication Consultant/ Media Analyst' may include strategizing communication activity of the Bank, assisting Chief General Manager, Department of Communication (DoC) on media related issues, analysis and reporting of media related issues, interact with all wire-agencies/business TV channels and print media, media monitoring, act as mentor and facilitator to the staff of DoC on issues relating to media communication, writing, editing, printing, publishing and marketing/enhancing the reach of Bank's flagship publications, advise and guide senior officials during Regional Media Workshops/other communication seminars, and provide faculty support at staff training colleges and all such work assigned by the Bank.

III. Terms and Conditions:

- (a) Nature and period of appointment:** Appointment will be on full-time contract basis initially for a period of one year, extendable further by a period of one more year. The Contract will be terminable with a notice period of one month from either side. The performance of the contract appointees would be reviewed annually to decide on the continuance of the contract
- (b) Emoluments:** - The annual compensation including the cost of housing payable will be as follows: -

Post	Equivalent Grade	Annual Compensation Range*
Communication Consultant/ Media Analyst on full time contract	E	₹58.32 lakh to ₹67.44 lakh p.a

** - Higher Annual Compensation offered for candidates with higher academic or professional qualification / experience (subject to the Bank's discretion)*

Annual compensation as stated above are subject to applicable taxes.

- (c) Leave:** Contract appointees will be allowed leave at the rate of 30 days per calendar year (Leave to be calculated on pro-rata basis for any fractional period).

- Contract appointees will be permitted to avail leave subject to administrative convenience of the Bank.
- Un-availed leave at the end of a year will not be permitted to be carried forward.

- c) Intervening holidays during the period of absence will be reckoned as leave.
- d) Any absence beyond the above period may be treated as leave without pay.

- (d) **Travelling & Halting Allowances:** The contract appointees will be entitled to TA / HA as admissible to the officers in the Bank of equivalent grade for official tour undertaken by them outside the headquarters.
- (e) **Residential Accommodation:** During the period of contract appointment, Bank will not provide any residential accommodation to the contract appointees.
- (f) **Conduct, Discipline and Appeal:** During the period of contract appointment, the contract appointees will be governed by the provision contained in the 'Code of Conduct' for contract employees in the Bank.
- (g) **Sodexo Coupons:** During the period of contract appointment, the contract appointees, subject to their willingness, may be provided Sodexo Coupons for availing the Lounge facilities, at full cost.
- (h) **Mobile Phone facility:** During the period of their contract appointment, Mobile Phone facility may be provided to the contract appointees depending on the tenure and nature of their assignment, subject to the discretion of the Bank. However, they will be provided with a handset only once during the entire period of their contract of minimum one year including extensions, if any. The cost of mobile handset and reimbursement of call charges would be corresponding to the grade in which they are appointed.
- (i) **Superannuation Benefits:** The contract appointees will not be eligible for superannuation benefits.
- (j) **Dispensary:** The contract appointees will be eligible for facility of the Dispensary at the office.
- (k) **Selection Process:** Selection for the aforementioned posts will be through preliminary screening / shortlisting followed by interview.
- (l) **Placement:** The Bank reserves the right to post the candidates at any center within India.
- (m) The contract appointees would require upgrading their knowledge and skills periodically.
- (n) The contract appointment will be governed by the other terms and conditions as applicable to contract appointees.

2. Selection Procedure: Selection will be through preliminary screening / shortlisting by a Screening Committee followed by documents verification and interview. RBI Services Board reserves the right to limit the number of candidates commensurate with the number of vacancies called for Interview by enhancing the minimum educational qualifications/minimum work experience requirement as indicated above or through any other appropriate method. Hence, merely fulfilling the minimum requirements laid down for the post would not automatically entitle any candidate for interview. Candidates shortlisted for Interview will be issued Interview Call letter through email and their candidature will be subject to submission and verification

of documents submitted in support of their claim with regard to eligibility for age, category, qualification, experience, etc.

3. How to Apply:

- I. The candidates applying for the post must submit their application ([Application Form](#)) by post/courier/hand delivery to **“The General Manager, Reserve Bank of India Services Board, 3rd Floor, RBI Building, Opp. Mumbai Central Railway Station, Byculla, Mumbai - 400008”** in the prescribed format. Also, a copy of the application along with supporting documents has to be [mailed](#) with subject as “Application for the post of Communication Consultant/ Media Analyst’ - #Name of the candidate#”
- II. A recent photograph is to be pasted at the appropriate place and application should be signed by the candidate. Incomplete and illegible applications will be rejected.
- III. The following documents should be submitted along with the application:
 - (a) Proof of age (copy of passing Secondary/High School/10th standard Certificate or Higher Secondary School /12th Standard Certificate mentioning the DoB).
 - (b) Copy of Certificates and Mark sheets in respect of qualifications acquired.
 - (c) Appropriate document(s) in support of experience.
 - (d) PwBD candidates should submit a latest disability certificate issued by a Competent Authority as prescribed vide The Rights of Persons with Disabilities Act, 2016 (RPWD Act, 2016).
- IV. The cover containing the application should be super scribed with the name of the post applied for i.e. **‘APPLICATION FOR THE POST OF COMMUNICATION CONSULTANT/ MEDIA ANALYST’**
- V. Please note the following points carefully while e-mailing the documents:
 - (a) All documents must be in PDF format and self-certified.
 - (b) The size of the documents/email should not exceed 10 MB.
 - (c) The application should be scanned in one separate PDF file and all other documents should be scanned in another single PDF file (total two PDF files only - one for application and another for the other documents) in the same order as mentioned at para III above.
 - (d) Please ensure that Documents attached are clear and readable.

4. General Rules/ Instructions:

- I. Candidate should apply strictly in conformity with the format as prescribed in the [Application Form](#).
- II. Candidates should enclose self-attested copies of the relevant certificate/s (in support of age, educational qualification) and appropriate documents in support of the experience, with the application. Their candidature will be considered on the strength of the information declared in the application and the copies of certificates/ documents submitted therewith. If at any stage it is found that any information furnished in the application is false/incorrect or if according to the Board, the candidate does not satisfy the eligibility criteria, his/her candidature/appointment is liable to be cancelled/terminated.
- III. Candidates are advised to keep their e-mail ID/mobile number alive for receiving Interview letters, etc. Candidates may check e-mails/SMS regularly. The Board does not send any communication through any other mode.
- IV. Any canvassing by or on behalf of the candidates or to bring political or other outside influence with regard to their selection/recruitment shall be considered as disqualification.
- V. In all matters regarding eligibility, conduct of interviews, assessment, prescribing minimum qualifying standards in interview, in relation to number of vacancies and communication of result, the Board's decision shall be final and binding on the candidates and no correspondence shall be entertained in this regard.
- VI. Candidates already in service of Govt./Quasi-Govt. organizations, Public Sector Banks/Undertakings, Government owned industrial undertakings or other similar organizations, whether in a permanent or temporary capacity are required to submit an

undertaking in the Application Form that they have informed in writing to their Head of Office/Department that they have applied for the Post. Candidates should note that in case a communication is received from their employer by the Board withholding permission to the candidates applying for/appearing for the interview, their application will be liable to be rejected/candidature will be liable to be cancelled. The recommended candidate has to produce discharge certificate from the employer at the time of appointment in RBI.

- VII. Any resultant dispute arising out of this advertisement shall be subject to the sole jurisdiction of the Courts situated at Mumbai only.

5. Closing Date: The application, enclosing all prescribed documents should reach the Board's Office on or before **6:00 pm on May 24, 2023**. The Board takes no responsibility for any delay in receipt of Application/s or loss thereof in postal transit.

6. Corrigendum: Please note that Corrigendum, if any, issued on the above advertisement, will be published only on the Bank's website www.rbi.org.in.

(Hindi version of this advertisement is available on Hindi website of Bank)