

Marking Summary - PR Expert - Electronic Media					
S. No.	Criteria	Supporting Documents Required	Max Marks	Applicant's Credentials	Marks Awarded
<b>Preferred Qualification and Experience</b>					
1	Total post-qualification experience in Journalism / Public Relations: <b>Max 25 marks</b> <b>5 marks for each additional completed year (over 10 years minimum experience)</b>	Relevant documents clearly establishing Work experience start and end dates.	25		
2	Experience in a reputed electronic media organization with pan-India presence (broadcasting and coverage in more than 5 states) - <b>Max 20 marks</b> <b>5 marks for each completed year of such experience</b>	Relevant documents establishing Work experience in the domain clearly establishing start and end dates.	20		
3	Experience of working with Central / State government agencies, multilateral development and bilateral agencies (e.g. World bank, DFID, UNDP, ADB, WHO, NRHM, ) in electronic media planning and management and public relations - <b>Max 10 marks</b> <b>5 marks for each completed year of such experience</b>	Relevant documents establishing Work experience in such organisations clearly establishing start and end dates.	10		
4	Experience in senior profiles such as senior editor / managing editor - <b>Max 15 marks</b>	Relevant documents establishing Work experience in the domain clearly establishing start and end dates.	15		
5	Master's degree (full time) in Mass Communication / Journalism / Public Relations - <b>Max 20 marks</b>	Relevant Educational Qualification degree / marksheet (Other than the one which has been considered as Minimum Qualification)	20		
6	Certificates / Courses in relevant areas - <b>Max 5 marks</b>	Relevant Certificates / Courses documents	5		
7	Honors / Awards in relevant area - <b>Max 5 marks</b>	Relevant documents regarding Honors / Awards conferred to the Applicant / relevant recognized publication	5		
<b>Total Marks on Preferred Qualification and Experience</b>			<b>100</b>		
<b>A</b>	<b>Weighted marks on Preferred Qualification and Experience (@40%)</b>		<b>40</b>		
<b>Cut-off Marks @60% of weighted Marks on Preferred Qualification and Experience</b>			<b>24</b>		

<b>Key Accountabilities</b>					
1	Plan, develop and implement PR strategies in order to enhance State's image	Supporting documents to establish candidates experience - PR Strategy / plan document / report submitted to any organization / Institution	15		
	Drive design and management of key State promotions and electronic ad campaigns	Brief Description supporting applicant's suitability for the position.	10 Only if Supported with document(s)		
2	Build and manage relationships with leaders and senior stakeholders in reputed electronic media organizations and agencies and liaise with and influence them to facilitate bolstering of State / Company brand image and ensure promotion and adequate coverage of schemes and initiatives.	Documents establishing applicant's engagement with such organisations such as Authorisation letter / Office Order / Appreciation letter / Engagement Letter / co-author of reports / participation in meeting / seminars by such agencies etc.	25		
	Establish and maintain relationships with PR agencies in order to review, assess and report on the extent and impact of media coverage as well as evaluate the effectiveness of State's / Company's and different Departments' media and communication programs.				
3	Review results and provide insights to Government and Department leadership / Company leadership, at request or at own initiative, regarding quantitative and qualitative developments within own expertise, by means of periodical and ad hoc reports and/or analyses.	Supporting documents to establish candidates experience - Document in support of schemes designed / initiatives implemented / Impact assessment report submitted to any organization / Institution	25		
4	Attract, lead, coach, develop employees, provide feedback and ensure staffing within own team	Supporting document(s) to establish candidates experience in capacity development in relevant domain.	25		
	Drive the media and communication training for all spokespersons and other concerned team members and brief them on the Government and State Department messaging				
<b>Total Marks on Key Accountabilities</b>			<b>100</b>		
<b>B</b>	<b>Weighted marks on Key Accountabilities (@60%)</b>		<b>60</b>		
<b>Cut-off Marks @60% of Weighted marks on Key Accountabilities</b>			<b>36</b>		

**Grand Total of Weighted Marks (A + B)**