

Engagement of Tourism Promotion Consultant in OTDC

OTDC requires the services of a Tourism Promotion Consultant to undertake various activities for promotion of different OTDC properties and associated tourism potential, in the nearby areas as also the overall tourism potential in the State. The Consultant will also be required to visit different OTDC locations and also cover events being organized by Tourism Department from time to time. The Consultant will be required to prepare articles on the OTDC properties, highlighting their USP also the key tourist attractions near the concerned locations. Consultant will also interview tourists and taking their feedback, as well as own assessment suggest measures for improvement in overall tourism promotion measures. Interviews of tourists & other eminent personalities will also be utilized for promoting tourism in respective areas by utilizing multiple media channels such as blogs, other social medias such as face book, twitter, reputed Magazines, Papers and other Publications.

The qualification, experience, scope of work etc. are given as below :

Qualification:-

Master Degree / Post Graduate Diploma with Mass Communication from reputed Universities / Institutions.

Age :-

Not exceeding 45 years as on 31.12.2018

Experience:-

- i) Minimum 5 years experience in Journalism.
- ii) Must have written Columns / Articles for reputed Publication within the country and outside.
- iii) Must have developed content for reputed Media Houses / Institutions.
- iv) Adequate experience in Social Media and marketing activities in tourism sector.
- v) Experience in publicity of tourism related events both within the country and outside

- vi) Preference will be given to work experience in Projects undertaken for State Government / Government of India.
(Certificates of experience / supporting documents to be attached).

Terms & Conditions:-

i) Period of engagement

Assignment will be for one year period which may be renewed subject to performance. Authority reserves the rights to dis-engage with one month Notice without assigning any reason. The consultant will be required to devote at least 3 days a week for OTDC & Tourism work.

ii) Package

Consultants fees will be Rs.50,000/- per month (all inclusive). For any specific visit undertaken for the assignment, mobility and Boarding & Lodging support will be provided by OTDC subject to prior approval by the authority. No support for local visit undertaken within Bhubaneswar Municipal area will be given.

iii) Scope of work

- a) To undertake various activities for promotion of different OTDC properties and associated tourism potential, in the nearby areas as also the overall tourism potential in the State.
- b) The Consultant will also be required to visit different OTDC locations and also cover events being organized by Tourism Department from time to time.
- c) The Consultant will required to prepare articles on the OTDC properties, highlighting their USP also the key tourist attractions near the concerned locations.
- d) Consultant will also interview tourists and taking their feedback, as well as own assessment suggest measures for improvement in overall tourism promotion measures. Interviews of tourists & other eminent personalities will also be utilized for promoting tourism in respective areas by utilizing multiple media channels such as blogs, other social medias such as face book, twitter, reputed Magazines, Papers and other Publications.

- e) The Consultant will be required to attend meetings from time to time and also make Presentation on the contents prepared after visiting different locations.
- f) Minimum of two Publications in reputed papers / journals, etc. and 10 Social Media contents related to Tourism Promotion in particular activities of OTDC should be prepared per month under the assignment.
- g) Any other work related to tourism promotion not covered under the above scope can be assigned as per need.

The last date for receipt of application is 07.01.2019 up to 12.00 Noon in the office of General Manager, OTDC Ltd., Lewis Road, Bhubaneswar-14. The short-listed applicants will be informed by mail / SMS for personal interview on 08.01.2019 at 11.00 A.M. in the office of General Manager, OTDC

Sd/-
General Manager