



Uttarakhand Livestock Development Board

Pashudhan Bhawan, 1st Floor, Mothrowala Road,
P.O. Mothrowala, Dehradun-248001

Telefax : 0135-2532619

Email: ceouldb2019@gmail.com, Website: www.uldb.org

GSTIN: 05AABFU8674M1ZK

Job Description, Qualification and Eligibility Criteria of Veterinarian

***Job Description*:**

- ✓ Working Place: Dehradun
- ✓ Coordination with Animal Husbandry, Dairy and Fisheries Departments of Uttarakhand for Digital and Social Media Management.
- ✓ Working in close coordination with Social Media Manager and to ensure to provide regular contents for digital and social media platforms.
- ✓ Design and develop the strategies for the promotion of various schemes of the department and to ensure successful execution of the same after necessary approvals.
- ✓ Organizing and attending community development, Influencer Management camp at various places in field
- ✓ Providing technical support to Social media manager for creating all kind of digital and print articles for sharing in all media handles.
- ✓ Providing necessary timely approvals to Social Media Manager for campaign execution, query management on social and digital media platforms.
- ✓ Working closely with Departments and Social Media Manager to ensure:
 - Development, implementation and management of social media strategy in order to increase the online presence of Animal Husbandry, Dairy and Fisheries Departments.
 - Development and presentation of yearly, quarterly and monthly social and digital media plans to the management and to ensure successful execution after the necessary approvals.
 - Collaboration with various departments to develop informative and appealing contents.
 - Communication with industry professionals and influencers via social media to create a strong network
 - Monitoring of SEO and user engagement and implement content optimization
 - Attending various events conducted by the department at various places and ensure coverage on social media platform of the departments.
 - Travelling and representing the department in various events, meetings, seminars etc, whenever required.
 - Managing the websites of the department and to ensure that the websites are regularly functional and updated.
 - Conceptualising, designing and execution of a minimum of 3 posts each on various social media platforms of the departments.
 - Ensuring all queries on social media management are answered within 24 hours and no queries to remain unanswered.

- Measuring the success of every social media campaign and present the outcomes to the department on a monthly basis.
- Ensuring the reach and followers of each social and digital media platform is increased on a monthly basis.
- Ensuring the necessary approval is given to Social Media manager within 3 hours of content submission and ensuring the timely execution / post on website and/or social and digital media platforms.

***Qualification*:**

- ✓ Age Group: Must be age group of 45 Years to 62 Years.
- ✓ Graduation in Veterinary Sciences and Animal Husbandry from recognized College/ University. Diploma/degree in Extension & mass communication will be given preference.
- ✓ Excellent communication skills. Strong command in Hindi, English & local language: verbal and written.
- ✓ Knowledge of social media marketing tools will be an added advantage.

***Experience*:**

- ✓ Minimum 5 years of experience working as Veterinarian in organization of repute

***Salary*:**

- ✓ Rs.45000.00-50000.00 per month (Negotiable for a deserving candidate).
- ✓ Duration of Contract shall be for 02 Years which may be extended depending on performance of Veterinarian & requirement of department.

Job Description, Qualification and Eligibility Criteria of Social Media Manager

***Job Description*:**

- ✓ Working Place: Dehradun
- ✓ Working closely under Supervision of Veterinarian.
- ✓ Experienced, Passionate and Creative Social Media Manger to develop, implement and manage social media strategy in order to increase the online presence of Animal Husbandry, Dairy and Fisheries Departments.
- ✓ Developing and presenting yearly, quarterly and monthly social and digital media plans to the management and to ensure successful execution after the necessary approvals.
- ✓ Collaborate with various departments to develop informative and appealing contents.
- ✓ Communicate with industry professionals and influencers via social media to create a strong network
- ✓ Monitor SEO and user engagement and implement content optimization
- ✓ Attend various events conducted by the department at various places and ensure coverage on social media platform of the departments.
- ✓ To travel and represent the department in various events, meetings, seminars etc, whenever required.
- ✓ Manage the websites of the department and to ensure that the websites are regularly functional and updated.

- ✓ Conceptualise, design and execute a minimum of 3 posts each on various social media platforms of the departments.
- ✓ Ensuring all queries on social media management are answered within 24 hours and no queries to remain unanswered.
- ✓ Measure the success of every social media campaign and present the outcomes to the department on a monthly basis.
- ✓ To ensure the reach and followers of each social and digital media platform is increased on a monthly basis.
- ✓ To ensure that every content is posted on social / digital media, only after the necessary approval of the designated Veterinarian.

***Qualification*:**

- ✓ Age Group: 25 Years to 35 Years.
- ✓ Graduate with Diploma / Degree in Digital Media from recognized Institution.
- ✓ A minimum of 3 years experience as a Social and Digital Media Specialist or similar role
- ✓ Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices.
- ✓ Understanding of SEO and web traffic metrics
- ✓ Experience in web design and publishing
- ✓ Experience in creative design
- ✓ Excellent communication skills. Strong command in Hindi and English language: both verbal and written.

***Salary*:**

- ✓ Rs.20000.00-25000.00 per month (Negotiable for a deserving candidate).
- ✓ Duration of Contract shall be for 02 Years which may be extended depending on performance of Social Median Manager.

(Chief Executive Officer)
Uttarakhand Livestock Development Board

APPLICATION FORM FOR VETERINARIAN

Application for the Contractual Post of Veterinarian for 02 Years in Uttarakhand Livestock Development Board, Dehradun for Social and Media Management of Animal Husbandry, Dairy and Fisheries Departments, Uttarakhand.

1. Application form should be neatly typed or hand written in CAPITAL LETTERS.
2. Enclose attested photocopies of relevant certificates/proofs wherever necessary. Application not in proper format or without documentary evidences is likely to be rejected.
3. Duly-filed Application Form along with supporting documents should be submitted to Office of Uttarakhand Livestock Development Board, Dehradun by hand/ by post or by E mail to ceouldb2019@gmail.com by or before 11.00 AM of 11.05.2021. Shortlisted candidates will be called for Interview.
4. ULDB reserves all right to cancel/modify any of the above post.

(THIS APPLICATION FORM BE FILLED IN CAPITAL LETTERS)

- 1) Name of Applicant :
- 2) Current Designation and Affiliation :
- 3) Name of the Father / Husband :
- 4) Address
 - a. Permanent :
 - b. Correspondence :
- 5) Contact Mobile No :
- 6) E-mail Address :
- 7) Date of Birth and Age (as on 12-04-2019) :
- 8) Sex :
- 9) Marital Status :

Affix a self -attested
passport size
photograph here

10) Nationality/Religion :

11) Whether SC/ST/OBC/General/PH/Women

12) Academic Qualification :
For each of the following examination, starting from SSLC/Higher Secondary to the highest qualification

S. No	Qualification	Name of the College/Institute	Year of passing	% of Marks

Note: Submission of duly attested Marksheet and Certificates is must. Failing which Application Form is not entertained.

13) Experience:

Position Held	Name & Address of the employer	Nature of work	Period		Total Service
			From	To	

Note: Submission of duly attested Experience Certificates is must. Failing which Application Form is not entertained.

14) Any other information you would like to provide in support of your application.

15) If presently employed anywhere application should be sent through proper channel with no objection certificate.

16) Declaration: I declare that the information furnished above is true and correct to the best of my knowledge and belief, and that no related information is concealed. If any discrepancy is observed at any stage, ULDB will be free to cancel my selection/candidature.

Place:

Date:

Candidate's signature

APPLICATION FORM FOR SOCIAL MEDIA MANAGER

Application for the Contractual Post of Social Media Manager for 02 Years in Uttarakhand Livestock Development Board, Dehradun for Social and Media Management of Animal Husbandry, Dairy and Fisheries Departments, Uttarakhand.

1. Application form should be neatly typed or hand written in CAPITAL LETTERS.
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11) Whether SC/ST/OBC/General/PH/Women

12) Academic Qualification :

For each of the following examination, starting from SSLC/Higher Secondary to the highest qualification

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Note: Submission of duly attested Marksheet and Certificates is must. Failing which Application Form is not entertained.

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Place:

Date:

Candidate's signature