

# MANPOWER REQUIREMENT NOTIFICATION (MRN)

**UNDER Central Architectural Wing / Division of APUIAML For Tourism PMU**

**(Position Ref. No. 4)**

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| **S. No.** | **Particulars** | **Description** |
| **1** | **Position** | Marketing and Content Associate – Tourism Promotion |
| **2** | **No. of Position** | One (01) |
| **3** | **Proposed Grade** | Officer / Senior Officer |
| **4** | **Mode (Consultant / Employee)** | Project Associate |
| **5** | **Academic / Professional Qualifications** | * Any Bachelor’s degree (preference for degrees in Mass Communication, Tourism, Business Administration, or related fields) * Preference shall be given to candidates from Premier Institutions. |
| **6** | **Specific requirement** | Freshers eligible. Prior internships or freelance experience in content writing, digital marketing, or tourism-related campaigns will be an advantage. |
| **7** | **Reporting to** | CAW Head /DH |
| **8** | **Salary / Fee range** | As per Industry Std |
| **9** | **Other expectations** | * Flexibility in working hours depending on urgency of work / delivery timelines * Flexibility in traveling |
| **10** | **Scope of Work**  **(If taking for more than a project, then**  **write Project wise** | * Assist in preparing promotional content for tourism destinations and projects * Support development of brochures, flyers, social media content, and presentations * Coordinate with design team for marketing campaigns * Draft web content, press notes, and newsletters for tourism events and initiatives * Support tourism branding, event planning, and outreach activities |
| **11** | **Core Skills** | * Good writing and editing skills in English * Basic knowledge of content creation, social media, or marketing * Familiarity with MS Word, PowerPoint, Canva or other creative tools * Interest in tourism, culture, and public engagement * Ability to research and summarize information effectively |
| **12** | **Gender specific, if any** | Neutral |
| **13** | **Location** | Vijayawada, Andhra Pradesh |
| **14** | **Any other point,**  **you would like to mention** | Candidate should be enthusiastic and willing to travel. |

**Note: Apply for the above said position through Standard CV Format (available at our website:** [**www.apurban.com/careers.php**](http://www.apurban.com/careers.php)**) along with detailed CV and send at: jobs@apurban.in (properly mention position name in subject line)**