

# MANPOWER REQUIREMENT NOTIFICATION (MRN)

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

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

|  |  |  |
| --- | --- | --- |
| **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)**