



Power Foundation of India

B-28, Qutub Institutional Area, New Delhi 110016

No. PFI/HR/Recruitment/2025/07

Dated: 01 August, 2025

Engagement of Staff Consultant in the Communications Division of PFI

1.0 Introduction:

Power Foundation of India is a think-tank and a policy advocacy body in the Power Sector. It is a society under the aegis of Ministry of Power, Government of India. It is supported by twelve leading Power Sector organisations.

The Foundation undertakes independent, evidence-based research on issues and challenges pertaining to the Power Sector. The research studies encompass diverse aspects related to generation, transmission, and distribution of power, electricity trading, energy transition, and environmental sustainability.

2.0 Role Overview

We are looking for an enthusiastic and enterprising individual who has 7-8 years of full-time work experience in communications in a business organisation, Agency, social or not-for-profit sector.

The individual must have hands-on experience in planning, executing, and monitoring the performance of campaigns. The ideal candidate must be a storyteller at heart, be digitally savvy, and be capable of translating complex ideas into compelling narratives across multiple platforms.

Ability to coordinate with the service provider/agency and get the desired output. Key tasks include campaign management, organising events, conferences, and helping build the organisation's image and reputation.

3.0 Scope of work for the Staff Consultant:

3.1 Key Responsibilities

- **Strategic Communication:** Develop and execute integrated communication strategies aligned with organizational goals and energy sector priorities.
- **Campaign Leadership:** Ideate and lead 360° digital and offline campaigns, from concept to implementation and analytics.
- **Content Innovation:** Oversee the creation of engaging content for web, social media, newsletters, publications, press, and policy briefings.
- **Digital Marketing:** Develop and manage digital marketing strategies, including SEO, SEM, email campaigns, and analytics.
- **AI Integration:** Explore and deploy AI-powered tools for content generation, social listening, automation, and audience targeting.



- **Stakeholder Engagement:** Manage communication with ministries, public sector units (PSUs), media, and community partners.
- **Team Supervision:** Lead a communications team and coordinate with creative vendors, agencies, and consultants.
- **Monitoring & Evaluation:** Track performance metrics and use insights to continually improve strategy and execution.

3.2 Qualifications & Skills

- The candidate must be a postgraduate in Journalism/Mass Communication/media Studies from a nationally accredited/recognised institution.
- 7–8 years of relevant experience in communications, digital marketing, or public relations.
- Demonstrated ability to create integrated campaigns with measurable impact.
- Proficient in AI-powered marketing and communication tools.
- Strong grasp of social media management, content strategy, and storytelling.
- Excellent written and verbal communication skills in English (Hindi proficiency is a plus).
- Experience managing cross-functional teams and external partners.
- Knowledge of the energy or power sector is a plus.

3.3. Qualification and experience required for Staff Consultant of Communications Division:-

Level of Staff Consultant	No. of Consultants	Qualifications, Experience	Consolidated Pay per annum*
Senior Associate (Communications)	1	Qualifications: Postgraduate in Journalism/Mass Communication/media Studies from a nationally accredited/recognised institution. Experience: 7–8 years of relevant experience in communications, digital marketing, or public relations.	INR 11-15 LPA

*Monthly fee paid shall be excluding G.S.T, if applicable. Consolidated pay shall be fixed as per regulation amended from time to time and taking into consideration the experience and salary drawn in immediate previous employment.

4.0 General Terms and Conditions of Staff Consultants: -

4.1 Normal working hours would be 9.30 AM to 6.00 PM (05 days week) including half an hour lunch break. The personnel may be called on Saturdays/ Sundays and other gazetted holidays, and required to be present beyond normal working hours in case of exigencies

4.2 In addition to holidays notified by Central Government, the Staff Consultant shall be entitled for fifteen (15) days leave in a calendar year (January to December) which shall be credited in advance, on quarterly basis, as under. The intervening Saturdays/ Sundays /holidays, if any, shall not be counted as leave. Un-utilised leave shall not be carried forward to the next calendar year and is not en-cashable. Leave of any other nature is not admissible

- (a) 1st Quarter: (January to March)-04 days
- (b) 2nd Quarter: (April to June) -04 days
- (c) 3rd Quarter: (July to September)-04 days
- (d) 4th Quarter: (October to December)-03 days

4.3 The Staff Consultant shall not be entitled to any professional fees for the period of absence beyond the entitled leave of 15 days as above. Any availed leave during a calendar year shall not be carried forward to the next calendar year or qualify for encashment.

4.4 In case the Staff Consultant remain absent for more than 15 days beyond the entitled leave in a calendar year, without any prior intimation/prior sanction, except in case of emergency, PFI would be free to terminate the services of the said Staff Consultant,

4.5 In the event of absence on the ground of sickness, the Staff Consultant shall be required to submit a proper medical and fitness certificate. However, any leave including the leave on medical grounds beyond the cumulative period of 15 days shall be without any profession fees.

4.6 In case of tour within India, the PFI shall reimburse the expenses for journey undertaken for official work by the Consultant as per the following entitlement:-

- (a) By air-Economy class;
- (b) By train (AC-II tier),
- (c) For local travel - Non AC taxi.

5. Age Limits: The age of the applicant as on 01 January of the year of advertisement would be in accordance to PFI job advertisement.

6. Duration of Contract: The Staff Consultant shall now be engaged for the period of two years. However, the period of engagement may be extended, based on the satisfactory performance of the candidate, for the period upto one year on each occasion, whereas it is limited to total period of four years at the maximum.

7. In deserving cases, an escalation up to 10% on the fee may be given with the approval of the Director General based on the performarice during the preceding year.

8. Payment Terms: The consultant shall be paid lump sum monthly professional fees on completion of the month. TDS shall be deducted as per relevant rules.

9. TERMINATION OF AGREEMENT

With Notice:

9.1 This agreement is liable to be terminated by either parties, by mutual consent, by giving one month notice in writing to the other or one month consolidated professional fees in lieu of such notice.

9.2 In case the Staff Consultant is unable to perform the assigned work or the work undertaken by then is not to the satisfaction of the Controlling officer/Competent authority in PFI, the Staff Consultant shall be liable to be terminated after one month notice in writing.

Without Notice:



- 9.3 In case the Staff Consultant, despite notice as in para above, is unable to perform the given assignment to the satisfaction of the Controlling officer/Competent authority in PFI, consultant, shall be liable to be terminated in public interest, without any notice and without assigning any reason.
- 9.4 In case the Staff Consultant is absent from duty, for a period of more than 30 days. without prior intimation/ prior sanction, shall be liable to be terminated, in public interest, without any notice and without assigning any reason
- 9.5 On pre-mature termination of the assignment, PFI shall pay the Staff Consultant, the profession fees for the work performed by him till the date of such termination, after deductions, if any.
- 10 Engagement under this assignment shall be on purely contract basis for a limited period only. Such engagement shall not vest any right what so ever to claim for regular appointment or continued contractual engagement in PFI.
- 11 Relaxation in essential qualifications/experience can be considered in deserving cases.
- 12 PFI reserves the right not to fill up all or any of the above positions, without assigning any reasons, what so ever.
- 13 PFI reserves the right to increase or decrease the number of posts in any of the categories at any given time without assigning any reason.
- 14 Exclusivity of Employment: While in employment with PFI, consultant will not, under any circumstances, be permitted to work for any other company, firm or persons either part time or full time, nor be associated as Advisor or Director or Partner whether paid or not for your services, without prior written permission from the Competent Authority of Power Foundation of India.
- 15 Confidentiality & Non-Disclosure: Consultants shall not, either during or after the termination of this appointment, divulge or communicate to any other employee of the company or any other person or persons, any information gathered in the course of this appointment except in conformity with the internal regulations of the PFI in this regard nor shall you in any way at any time/s disclose, divulge or make public any information or matter concerning the technology, processes, accounts, transactions, dealings, trade secrets of the PFI whether the same may be confided in you or become known to you in the course of your employment with us or otherwise. Please note that successful candidates will be required to sign a Non-Disclosure Agreement (NDA) at the time of joining the Foundation.

14. Selection Process:

- (a) The selection process is through interaction. However, written examination shall be conducted, if required, based on the decision of the Selection Committee.
- (b) Only candidates who strictly fulfil the eligibility criteria will be shortlisted and called for written examination and interaction,
- (c) Only the candidates who qualify in the written examination (if taken) will be called for interaction;
- (d) The final selection of the candidates shall be based on the ranking/merit of combined score of the qualification, experience, performance in written examination and interaction.
- (e) Candidates called for interaction would be required to bring original documents relating to qualification, experience and salary slip for the past six months. These documents shall be examined before interaction with the selection committee.
- (f) In case of non-submission of the salary slip for the last six months of employment, the candidate will be considered for selection at the minimum range of the scale.





(g) Candidates may apply for one or more posts as per their eligibility. However, no TA/DA shall be admissible for attending written examination and interaction for each advertised post at New Delhi.

(h) The decision of PFI shall be final.

15. The candidates shall submit applications in the prescribed format by **29.08.2025** up to **06:00 P.M.** Incomplete applications or applications of candidates not having the requisite qualification/experience shall be rejected summarily.

The application format and details are available on the Power Foundation of India's website www.powerfoundation.org.in under the link "Careers".

(Sudhir Kumar Thakur)

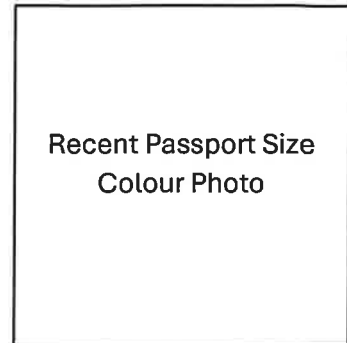
Addl. GM (HR & Admin)

POST APPLIED FOR :

RESUME

I Personal Details

1. Name :
2. Gender :
3. Date of Birth :
4. Father's Name :
5. Marital Status :
6. Permanent Address :
7. Contact Address :
8. Tel No :
- Mobile No :
- Email ID :
9. Post Applied For :
10. Last Pay Drawn :



II Academic/ Professional Qualification (Tenth Standard Onwards):

a. Tenth standard onwards. (Attach self-attested copy of certificates)

Course/ Degree and no. of years	Institute/ University/ College	Year of Passing	Regular/ Distance Education	% of Marks	Subjects Specialized	Achievements if any

(Attach self-attested copy of certificates)

III Experience

Organization / Institute / Office	Post Held	Period		No. of Years and Months	Description of Duties	Remarks
		From	To			

(Attach self-attested copies of experience certificates in chronological order. Enclose a separate sheet, duly authenticated by your signature, if space is insufficient)

IV Other Details: Additional information/ specific professional achievement/ contribution.

V Please state why you want to take up this role and are suitable for the post in 100 words.

Date:

(Signature of the Candidate)