

Department of Community Medicine
Maulana Azad Medical College, New Delhi

C/231

Date: 02/12/2025

CORRIGENDUM NOTICE

MAMC intends to fill up the following human resource position, purely on temporary contract basis for its short-term research project titled "Behavioural intervention using m-Health for adherence to Iron Folic Acid Supplementation and dietary improvements among adolescent girls residing in North East Delhi"

Required qualifications and other details are as follows:

Name of the post and duration: Project Research Scientist- I (Non Medical) Consultant behavioural scientist and graphic designer (one post for 40 days) **Remuneration :** @56000+30% HRA (Rs. 97066/- for 40 days only)

- **1. Essential Qualifications:** Minimum bachelor's degree in Digital Marketing, Communication, Public Health, Social Work, or related fields, preferably with specialized training in health communication or digital media.

2. Experience

- At least 2 years of experience in digital media campaign development and execution.
- Prior experience working on health awareness campaigns, especially related to adolescent health or nutrition, is desirable, proven track record of managing social media platforms (Facebook, Instagram, Twitter, TikTok, YouTube).

3. Technical Skills

- Proficiency in content creation tools (e.g., Canva, Adobe Photoshop, Premiere Pro), Strong understanding of social media algorithms and analytics, Knowledge of digital marketing strategies, including paid advertising and targeted campaigns.

4. Communication Skills

- Excellent written and verbal communication skills in English and Hindi; regional languages knowledge, Ability to craft culturally sensitive and engaging messages tailored for adolescent girls.

5. Cultural and Contextual Understanding

- Familiarity with Indian socio-cultural dynamics affecting adolescent health and nutrition.

Knowledge of issues related to anaemia, iron-folic acid supplementation, and adolescent health challenges in India. 6. Awareness of Legal and Ethical Standards, Understanding of social media policy norms and data privacy regulations. Commitment to ethical communication and health messaging.

6. Language and Regional Engagement

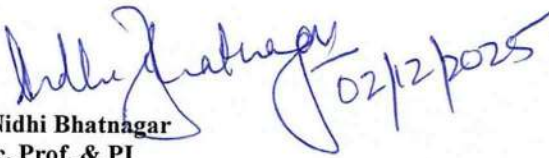
- Ability to develop content in multiple Indian languages, Experience in engaging adolescent audiences via interactive and youthful content formats.

7. Additional Preferences

- Prior experience working with government health programs or NGOs involved in adolescent health.

Interview Details:

- Interested candidates may submit a detailed CV to icmranemia@gmail.com on or before 8th December 2025, up to 5:00 PM.
- The Interview is scheduled on 10TH December 2025, to attend the interview through virtual mode. Candidates will be informed individually regarding the virtual interview link and instructions.


Dr. Nidhi Bhatnagar
Assoc. Prof. & PI