

**Department of Community Medicine**  
**Maulana Azad Medical College, New Delhi**

Date: 21/11/25

**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**

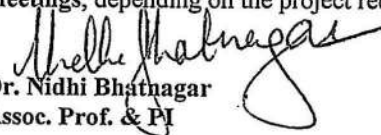
- Ability to develop content in multiple Indian languages, Experience in engaging adolescent audiences via interactive and youthful content formats.

**7. Additional Preferences**

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

**Notification for Submission of Applications and Interview Details**

1. Interested candidates may submit their applications in the prescribed format, duly filled in all respects, along with a detailed CV to [icmranemia@gmail.com](mailto:icmranemia@gmail.com) on or before 27<sup>th</sup> November 2025, up to 5:00 PM.
2. The Project will not be responsible for any delay or failure on the part of the candidate in submitting the application within the stipulated time. Only applications received on time and complete in all respects will be screened by the Project Screening Committee for shortlisting eligible candidates.
3. The Personal Interview is scheduled on 1<sup>st</sup> December 2025. Candidates are required to bring all relevant documents and certificates in original, along with one passport-size photograph, for verification of eligibility criteria including qualifications and experience, at the time of the interview.
4. Candidates who are out of the city may be permitted to attend the interview through virtual mode, subject to prior approval. Such candidates will be informed individually regarding the virtual interview link and instructions.
5. The selected candidate may join the position on a part-time basis, reporting twice a week or as per scheduled project meetings, depending on the project requirements.

  
Dr. Nidhi Bhatnagar  
Assoc. Prof. & PI