

## उ.प्र. भू-सम्पदा विनियामक प्राधिकरण

राज्य नियोजन संस्थान (नवीन भवन), कालाकांकर हाउस,

पुराना हैदराबाद, लखनऊ-226007

विज्ञापन सं. 6134/उ.प्र. रेरा-मीडिया.कन्स.भर्ती/2026-27

दिनांक 15 / 06 / 2026

### उ.प्र. भू-सम्पदा विनियामक प्राधिकरण (उ.प्र. रेरा) में मीडिया क्रिएटिव कन्सलटेन्ट एवं सहायक मीडिया कन्सलटेन्ट का विज्ञापन

उ.प्र. भू-सम्पदा विनियामक प्राधिकरण के अधिनियम की धारा-3 तथा अन्य सुसंगत प्राविधानों में निर्दिष्ट एडवोकेसी तथा अवेयरनेस आदि सहित मीडिया से सम्बन्धित कार्यों को गुणवत्तापूर्वक सम्पन्न करने के उद्देश्य से प्राधिकरण के मुख्यालय लखनऊ में 01 वर्ष की अवधि के लिए नियत मानदेय के आधार पर 01 मीडिया क्रिएटिव कन्सलटेन्ट एवं 01 सहायक मीडिया कन्सलटेन्ट की आवश्यकता है।

उक्त दोनों पदों हेतु निर्धारित आयु, शैक्षिक योग्यता, अर्हता, अनुभव तथा अन्य नियम व शर्तों का अलग-अलग विस्तृत विवरण (TOR) उ.प्र. रेरा की वेबसाइट <https://up-rera.in> पर दिनांक: 18-06-2026 से उपलब्ध रहेगा। इच्छुक अभ्यर्थी उ.प्र. रेरा की वेबसाइट के CAREER लिंक पर जाकर दिनांक 18-06-2026 से 02-07-2026 की सांय 05:00 बजे तक निर्धारित प्रारूप पर ऑनलाइन आवेदन कर सकते हैं।



सचिव

# उ.प्र. भू-सम्पदा विनियामक प्राधिकरण

नवीन भवन, राज्य नियोजन संस्थान,  
कालाकांकर हाउस, पुराना हैदराबाद, लखनऊ-226007

पत्रांक: 6134 / यू.पी.-रेरा / मी.कन्स. / 2026-27

दिनांक: 15 जून, 2026

## Engagement of Assistant Media Consultant

### Terms of Reference for Hiring an Assistant Media Consultant

#### Role Overview

The Assistant Media Consultant will be responsible for entire communication and publication activities of U.P. RERA. The Assistant Media Consultant will ensure that all communication materials adhere to U.P. RERA's legal and messaging guidelines while effectively conveying the organization's objectives to stakeholders through various visual, digital and print mediums. As per requirement, the Assistant Media Consultant may have to work independently and be responsible for the entire communications efforts of U.P. RERA.

#### Job Description

1. The job profile of the Assistant Media Consultant will primarily include planning, managing and executing the communication activities in association with the Media Consultant of U.P. RERA under the guidance of the Chairman and / or Secretary of U.P. RERA.
2. To manage digital and social media handles including but not limited to Facebook, Linked-in, Instagram and "X" (earlier known as Twitter) and other online digital platforms (such as YouTube, Blogs, Online discussion fora, etc) for U.P. RERA, post regular updates on the online fora, (to be developed as per the requirements of the online forum used).
3. To develop the contents and design for U.P. RERA Newsletter.
4. To plan organize 3-4 key events during the year as part of U.P. RERA advocacy campaigns as also to: -
  - i. Prepare detailed session schedules, agenda notes, write-ups and presentations before such meetings / programmes.
  - ii. Prepare and submit minutes of the meetings after every meeting for necessary action and follow-up.

- iii. Coordinate with the media creatives consultant and agencies, appointed by U.P. RERA to develop the designs for brochures, posters, hoardings and brandings for the program.
  - iv. Post updates on U.P. RERA website, digital and social media handles to provide coverage / updates on the events.
5. To coordinate with the multimedia creative agency appointed by U.P. RERA for development and implementation of the media plan and branding plan of U.P. RERA.
  6. To update and maintain a contact list of U.P. RERA stakeholders, such as developers, developer's associations, buyer's associations, real estate agents and associations, development authorities, various departments of central and state governments and non-governmental organizations for regular distribution and sharing of intended material of U.P. RERA.
  7. To prepare periodical reviews and updates on the implementation and impact of U.P. RERA media strategies and annual plans.
  8. Any other work assigned by the Chairman and / or Secretary, U.P. RERA.
  9. Monitoring any violations of the Act, Rule and Directions of RERA by promoter, agents or various media platforms and process follow due.

#### **Eligibility Criteria and qualification**

1. Preferential Post Graduate Degree/PG Diploma in Journalism & Mass communication.
2. Minimum 2 years of professional experience in communication and media related work.
3. Good communication, writing and speaking skills in Hindi and English and in drafting of releases, letters, briefs etc.
4. Proven record of managing digital and social media handles, including but not limited to Twitter, Facebook, Linked-in, Instagram, Blogs, Online discussion fora and other online digital media platforms.,
5. Proficiency in using MS office applications, like: Word, Excel, and Power Point, etc.
6. Working knowledge of using other design softwares, like, Canva, Paint Brush, etc.



7. Ability to work on own initiative and also be able to meet the requirement of the job with the ability to work effectively with a team.
8. Proven ability to develop relationships with the media organizations and their network.
9. Openness to travels as and when required.

### **Terms of Assignment**

1. Services of the Assistant Media Consultant will be taken for one (01) year and it can be extended for further two (02) years on mutual consent, provided the concerned Assistant Media Consultant is found to be effective and efficient in discharge of his / her duties, provided further that his / her integrity remains unquestioned in the performance of his / her duties and the services rendered by him / her are found to be outstanding by U.P. RERA, however, only one (01) year extension will be given at a time.
2. In case the selected candidate intends to leave the assignment within the contract period, one-month prior notice will have to be given by him / her or the amount equivalent to one month honorarium will have to be deposited in U.P. RERA, in lieu thereof. However, the condition of servicing of prior notice of one month shall not be binding on U.P. RERA in case of termination of service if such termination becomes necessary in public interest.
3. The selected Assistant Media Consultant will have to sign a performance bond on a non-judicial stamp paper of Rs.100/- at the time of joining in U.P. RERA for assurance of discharge of the assigned duties with integrity and in an effective and efficient manner.
4. The selected Assistant Media Consultant will be given a fixed honorarium of Rs.30,000/- per month. Performance security in form of an amount @Rs.4000/- per month will be deducted from the monthly honorarium and will be deposited in a separate bank account in form of a flexi deposit. This amount will be deducted per month till the end of one year of the contract.
5. In case of extension of the contract beyond one year as per provisions of para one above, enhancement of 5% per annum in the honorarium will be admissible. In this case, Performance security in form of an amount @Rs.5,000/- per month will be deducted from the monthly honorarium and will be deposited in a separate bank account in form of a flexi deposit. This amount will be deducted per month till the end of the second year of the contract.

6. In case of further extension of contract beyond second year, as per provisions of para one above, enhancement of 5% per annum in the honorarium will be admissible. In this case, Performance security in form of an amount @Rs.6,000/- per month will be deducted from the monthly honorarium and will be deposited in a separate bank account in form of a flexi deposit. This amount will be deducted per month till the end of the third year of the contract.
7. On successful completion of the term of the Assistant Media Consultant at the end of first, second or third year of the contract or on account of notice for leaving the assignment in between and provided the services rendered by him / her in U.P. RERA are found to be satisfactory, the entire amount of performance security deposited in the flexi account along with the interest accrued thereon, will be transferred in the bank account of the concerned Assistant Media Consultant.
8. In case of any financial impropriety or lack of integrity in discharge of duties, notice will be served to the concerned Assistant Media Consultant for submission of explanation. In case the explanation is found unsatisfactory by U.P. RERA, the performance security in full or in part shall be forfeited by U.P. RERA. The decision taken by U.P. RERA in this regard shall be final.
9. The Assistant Media Consultant will work in the U.P. RERA headquarters at Lucknow. However, as and when required, he / she shall have to travel to Regional Office of U.P. RERA at Greater Noida, Gautam Buddh Nagar with prior approval. For such travels, travelling would be allowed by 3<sup>rd</sup> AC or Chair Car or equivalent Bus journey and Daily Allowance of Rs.750/- shall be admissible to the Consultant.
10. Selected Assistant Media Consultant will be entitled to leave of 12 days in a calendar year, but not more than three days at a time, which can be availed with the prior sanction of the Secretary under intimation to the Chairman of U.P. RERA.

The selection will be based on a written examination followed by interview of the eligible applicants.

  
**(Secretary)**  
U.P. RERA