



**Target Olympic Podium Scheme
Sports Authority of India, Delhi 2018
(An Organisation under MYA&S)**

No. 1(1) SAI/TOPS/Staff/2017-18

Dated: 10 July, 2018

Subject: Engagement of Staff on Contract basis in TOPS.

Target Olympic Podium (TOP) Scheme, Sports Authority of India, Delhi, under the Ministry of Youth Affairs and Sports, Government of India invites applications for engagement of staff for the TOP Scheme on contract basis. The employment is initially for a period of two years extendable by one year. The details of the job description and responsibilities, etc for the posts are at Annexure I, available at the website of SAI & MYA&S; <http://sportsauthorityofindia.nic.in/> and <http://yas.nic.in>

1. Requirement: -

S. No.	Post	Number of Vacancies
1.	Senior Manager (Marketing)	1
2.	Senior Manager (Communication)	1
3.	Senior Research Officer	3
4.	Assistant Manager (Athlete Relationship)	6
5.	Assistant Manager (Athlete Development)	3
6.	Research Officer/Analyst	6
7.	Manager (Marketing)	1
8.	Assistant Manager (Marketing)	1

A. Senior Manager (Marketing)

Senior Manager would be responsible for the following: -

- I. Corporate collaboration.
- II. Planning & developing communication & PR strategies for brand positioning and reaching the appropriate audience that include campaigns, events, social media communications and PR.
- III. Identifying and networking through promotional opportunities, for example – conferences, seminars, media events etc., and evaluating success of all promotional and communication strategies.
- IV. Bringing in sponsorship for the Athletes under TOPS.
- V. Franchise development and sales.

Eligibility Criteria

- I. Educational Qualification: - MBA or equivalent qualification in Marketing from a recognized University/Institute.
- II. Minimum 7 years of job experience in digital field and at least 2 years in branding.
- III. Work experience in Sports industry and Government organization is desirable.

B. Senior Manager (Communication)

Senior Manager (Communication) will undertake following tasks: -

- I. Ensuring the activities of TOPS Secretariat is aligned to the mission and goals of SAI.
- II. Ensuring complete digital presence including Social Media for the TOP Scheme and associated athletes.
- III. Identifying/understanding the expectations of all stakeholders.
- IV. Facilitating internal communication for various initiatives by developing systems and procedures for different activities of the department.
- V. Planning, developing and implementing PR strategies across all media including press, social media and publications.
- VI. Preparing annual report, newsletters, developing and updating web content, handling social media platforms, etc.
- VII. Written and photographic documentation of various internal and external events and activities of the organization and creating best practices for promotion and communication (internal, press, social media etc).

Eligibility Criteria:

- I. A degree / diploma in Mass Communication and Journalism/ MBA from a recognized Institution with 7 years of experience in Media and Communications Sector with Government/Private/Non-Profit Organizations.
- II. Ability to build strong relationships and engage and motivate teams representing diverse backgrounds and viewpoints.

- III. Excellent & effective English oral and written communication skills including strong interpersonal skills.
- IV. Experience with documentation, reporting and evaluating communication effectiveness.
- V. Ability to travel around the region on a daily basis to provide on-site leadership and support for teams and community partners.
- VI. Handling camera and proficiency in photo-editing software will be considered as an advantage.
- VII. Knowledge and ease of working in various social media platforms.

C. Sr. Research Officer

Sr. Research Team will undertake following tasks: -

- I. Assist the TOPS Secretariat in identification of medal prospects for Olympics by scanning the national and international performance.
- II. Developing performance profiles of the prospective medal hope .
- III. Assist in performance reviews of the selected athletes vis-à-vis the potential competitors and their probability of reaching a podium at the Olympics.
- IV. To meet and interact with the selected athletes, chief coaches and officials of NSFs and support staff of athletes on regular basis.
- V. Measure the actual demands of what it takes to win and where our athletes stand through the development of a Standard Operating Procedure (SOP) for each sport.
- VI. Provide pre-event intelligence through objective profiles of our athletes and determining opposition strengths and weaknesses.
- VII. Prepare a detailed post competition analysis with the objective 'story' of what actually happened with the feedback used for improvement of athlete's performance.
- VIII. Undertake studies to improve the effectiveness of the already established procedure dealing with competitions, training camps, coaches, equipment etc.
- IX. Prepare database of the international reputed coaches for each sport discipline with efforts being made to avail their services as and when possible.
- X. Undertake studies of Indian and International training facilities, where TOPS athlete could train, which would entail a detailed analysis of playing and training facilities, standard of coaches, sports science facilities, level of competition (Sparring partners for combat sports/ training partners). Gap analysis of Indian training facilities vis-à-vis international standards.

Eligibility Criteria:

- I) Educational Qualification: Masters/Post Graduation in Sports/Management/Research.
- II) 3 years of experience in relevant field like analytics, research, and sports management/administration.

- III) Excellent knowledge of office software like MS office, Excel, Power point etc. and research tools.
- IV) Understanding of results and competition formats in Olympic sports.
- V) Candidates who have participated in nationals and international level in Olympic Sports Disciplines would be given preference.

D. Assistant Manager (Athlete Relations)

Assistant Manager (Athlete Relationship) will undertake following tasks:-

- I. One stop service point for the athletes assigned to him/her.
- II. Ensure the processing of athlete's proposal in TOPS from start to end.
- III. Communicate with and provide support to athlete in person when needed.
- IV. Handling TOPS app and updating athletes about norms, rules and procedure.

Eligibility Criteria:

- I. Educational Qualification: Persons having Masters Degree in relevant subject (Sports, Law, Management) or technical qualifications like B. Tech., MBA or equivalent qualification in relevant field with age below 32 years (as on last date of application) are eligible.
- II. Strong written and verbal communication skills.
- III. Knowledge of IT, Software applications and Social Media.
- IV. Minimum of one year of Work Experience relevant to the job description. Preference will be given to persons with work experience in the relevant field.
- V. Candidates who have participated in nationals and international level in Olympic Sports Disciplines would be given preference.

E. Assistant Manager (Athlete Development)

Assistant Manager Athlete Development will undertake following tasks:-

- I. Assessment of athlete development programs for their respective sports.
- II. Assessment of all national camps for priority sports.
- III. Identification of Centre of Excellence for various sports within/outside India.
- IV. Coordination with the TEAMS Division.
- V. Annual report preparation under the direction of Chief Athlete Development Manager.
- VI. Preparation of agenda, minutes and providing other secretarial support for conducting Mission Olympic Cell meeting.

Eligibility Criteria:

- I. Educational Qualification: Persons having Masters Degree in relevant subject or technical qualifications like B. Tech., MBA or equivalent qualification in relevant field (Sports, Law, Management, Operational Research) with age below 32 years (as on last date of application) are eligible.
- II. Knowledge of IT, office software like MS office suite.
- III. Basic knowledge of Olympic sports.

- IV. Minimum of one year of Work Experience relevant to the job description. Preference will be given to persons with work experience in the relevant field.
- V. Candidates who have participated in nationals and international level in Olympic Sports Disciplines would be given preference

F. Research Officer/Analyst:-

Research Officer/Analyst Team will undertake following tasks: -

- I. Assist the Senior Research Officers to identify potential sportspersons in different sports discipline, to make an extensive study & research of the performance at International/National/State levels.
- II. To give the detailed analysis of TOPS athletes like past performance, future potential, & make the comparative study/analysis with performance of sportspersons in other countries & review the performance after every International Competition.
- III. To make the detailed analysis on the Proposal/assistance applied by the TOPs athlete.
- IV. Provide the detailed analysis of support staff such as Coach, Physiotherapist, Nutritionist, Strength & Conditioning Expert etc.
- V. Prepare a comprehensive data base for the TOPS athletes.
- VI. Interact with the TOPS athletes and their support team on a regular basis.
- VII. Assist the Senior Research Officers to identify the reputed Institute/Training Centre having world-class facilities and high calibre supporting personnel.
- VIII. Undertake studies of Indian and International training facilities, where TOPS athlete could train, which would entail a detailed analysis of playing and training facilities, standard of coaches, sports science facilities, level of competition (Sparring partners for combat sports/ training partners). Gap analysis of Indian training facilities vis-à-vis international standards.

Eligibility Criteria:

- I. Educational Qualification: Technical qualifications like B.Tech, B.E. or equivalent qualification in relevant field (Sports, Law, Management, Operational Research)
- II. 1 year of experience/PG Degree in relevant field like analytics, research, and sports management/ administration.
- III. Excellent knowledge of office software like MS office, Excel, Power point etc. and research tools.
- IV. Good understanding on results and competition formats in Olympic sports.
- V. Applicant with M.Phil or additional qualifications, research experience, published papers and post qualification experience in the relevant field would be preferred.
- VI. Candidates who have participated in nationals and international level in Olympic Sports Disciplines would be given preference

G. Manager (Marketing)

Manager will undertake following tasks:-

- I. To manage marketing and branding for different sports disciplines under TOPS.
- II. Corporate Collaboration.
- III. Raising sponsorship for the Athletes under TOPS.
- IV. Franchise development and sales.
- V. Assisting Senior Marketing Manager in effective discharge of responsibilities.
- VI. Services may also be utilized by SAI/MYAS as and when required for various promotional activities.

Eligibility Criteria:

- I. MBA/PGDM in Marketing from Recognized University.
- II. Minimum 5 years of work experience.
- III. In-depth understanding of traditional and emerging marketing channels.
- IV. Excellent communication skills.
- V. Ability to think creatively and innovatively.
- VI. Budget-management skills and proficiency.
- VII. Analytical skills to forecast and identify trends and challenges.
- VIII. Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.

H. Assistant Manager (Marketing)

Assistant Manager will undertake following tasks:-

- I. Social Media and complete digital presence of the Scheme and associated athletes.
- II. Communication, public relations and press briefings.
- III. Franchise development and branding.
- IV. Handling of Marketing and Public relation side of TOPS app.
- V. Assisting Senior Marketing Manager in effective discharge of responsibilities.
- VI. Services may be utilized by SAI/MYAS as and when required for various promotional activities.

Eligibility Criteria:

- I. MBA/PGDM in Marketing/Public Relations/ Sports Management having good knowledge of IT/Computers.
- II. Minimum 1 year of working experience in managing sponsorship, broadcast and marketing activities.
- III. In-depth understanding of traditional and emerging marketing channels.
- IV. Excellent communication skills.
- V. Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.

Terms and Conditions

- a) **Tenure:** The contractual engagement will be initially for a period of two years extendable by one year.
- b) **Age Limit:** There is an upper age limit of 35 years for the following posts:-
- Assistant Manager (Athlete Relationship)
 - Assistant Manager (Athlete Development)
 - Assistant Manager (Marketing)

For other posts, upper age-limit is restricted to 55 years.

c) **Remuneration:**

<u>SNO</u>	<u>Position</u>	<u>CTC</u>	<u>Vacancies</u>
1.	Senior Manager	1.5 - 2 Lacs / Month	02
2.	Manager	1-1.5 Lacs/Month	01
3.	Senior Research Officer	80,000 -1 Lac/ Month	03
4.	Assistant Manager (Athlete Relationship/ Athlete Development /Marketing)	45,000-60,000/Month	10
5.	Research Officer	45,000-60,000/Month	06

- d) **Tax Deduction at Source:** The Income Tax or any other tax liable to be deducted, as per the prevailing rules will be deducted at source before effecting the payment, for which the SAI will issue TDS /Service Tax Certificates, as applicable.
- e) **Other Allowances:** No TA/DA shall be admissible for joining the assignment or on its completion. No other facilities like DA, Accommodation, Residential Phone, Conveyance /Transport, Personal Staff, Medical reimbursement, HRA and LTC etc. would be admissible.
- f) **Extension:** Performance of the selected candidates would be continuously reviewed and their extension will be considered on the basis of periodic review / requirement.
- g) **Leave:** - Selected candidates will be entitled for 30 days leave in a calendar year on pro-rata basis. Therefore, candidates shall not draw any remuneration in case of his/her absence beyond 30 days in a year. Also un-availed leave in a calendar year will lapse and will not be carried forward to the next calendar year.

Confidentiality:

- a) Selected persons will not be allowed to publish a book or a compilation of articles or participate in a radio broadcast or contribute an article or anonymously or pseudonymous in the name of any other person, if such book, article, broadcast, uses any information that he/she may gather as part of this assignment.
- b) During the period of engagement with TOPS secretariat, the Managers and assistant managers would be subject to the provisions of the Indian

Official Secret Act, 1923 and will not divulge any information gathered by him/her during the period of his/her engagement to anyone who is not authorized to know.

c) The Selected personnel at no instance can represent or give opinion or advice to others in any matter, which is adverse to the interest of the Government.

Other Conditions:

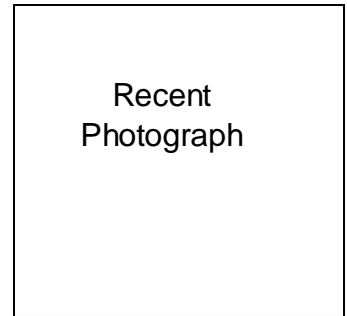
- a) The applications received will be scrutinized and the eligible candidates will be called for Interview at cost to the applicant.
- b) In case he/she is required to proceed outstation from the place of posting on tour for official duty, he/she will be entitled to TA/DA as admissible under the rules as applicable to Officers of equivalent level in SAI & provided transport for local official travel in Delhi. He will be entitled to travel by Economy class flight when travelling outside of Delhi.
- c) In case the performance of Candidate is not found satisfactory, his/her services will be discontinued after giving fifteen days notice.
- d) Without any prejudice to the above condition, the candidate will be terminated from his services with immediate effect without any obligations, in case the candidate is found guilty of violating any of the conditions contained in the terms of employment or is guilty of any misconduct including negligence of duties, unauthorized absence, etc.
- e) Decision of SAI in all matters regarding eligibility, selection and posting would be final and binding upon all candidates. No representation or correspondence will be entertained by SAI in this regard.
- f) SAI reserves the right to cancel the advertisement and/or the selection process at any stage without assigning any reason.
- g) The DG SAI shall be the final authority in case of any dispute.
- h) The appointment will be purely on contract basis and does not confer any right to claim to permanent employment in SAI.
- i) Any litigation matters pertaining to employment at SAI shall be restricted to the jurisdiction of the Delhi courts.
- j) Organization reserves the right to terminate the contract, by giving fifteen days' notice to Candidates.

- k) Eligible and willing candidates may submit their applications in the prescribed Proforma attached at Annexure II on or before 17 July, 2018 (05:00 PM) by post and by E-Mail to the Asst. Director (TOPS) on the following address:

The Asst. Director (TOPS)
Sports Authority of India
Jawaharlal Nehru Stadium Complex
CGO Complex, East Gate,
Lodhi Road, New Delhi – 110003
nitinkr.jaiswal@gov.in
adteams.sai@gmail.com

Proforma for Application

Post applied for:



1. Name:

2. Father's/Mother's Name:

3. Date of Birth:

4. Nationality:

5. Postal Address:

6. Contact Number:

7. E-mail address:

8. Educational Qualifications Matriculation onwards:

S. No.	Certificate/Degree	Subject	Institute/ University	Year of Passing	Percentage/ CGPA

8. Work Experience:

S. No.	Organization/Institute	Period From - To	Nature of Work	Remarks

9. Sports Participation:

(A) International Level

S.No.	Event	Position

(B) National Level

S.No.	Event	Position

DECLARATION

I hereby declare that all statements made in this application are true and correct to the best of my knowledge and belief. I understand that in the event of any information being found false or incorrect or not satisfying the prescribed eligibility criteria for the post applied for, my candidature is liable to be cancelled / rejected at any stage of selection.

Place:

Date:

(Signature of the Applicant)