

Advt. No. 42/2025/Estt

Date: 21.08.2025

**VACANCY NOTICE**

National Book Trust, India (NBT, India), an apex body in publication of books and book promotion in the country, invites application from the eligible candidates for filling up the following posts purely on contract basis through manpower agency initially for three months, extendable as per requirement of the Trust. The details are as under:-

Sl. No.	Name of the post	No. of post	Educational Qualification and Experience	Upper Age Limit	Monthly Remuneration (Rs.)
1	Regional Engagement Expert – North India	01	<p><b>EQ :</b> master's in Business Administration, Development Studies, Social Work, Public Relations, or a related field Minimum 10 years experience in School engagement, Education outreach or NGO partnership development</p> <ul style="list-style-type: none"> <li>Strong network with CBSE/ICSE schools, diocesan education offices, regional schools networks</li> <li>Excellent communication and stakeholder management skills</li> <li>Passion for promoting literacy, culture, and inclusive education</li> </ul> <p><b>DQ :</b> Experience in regional language promotion or EdTech</p> <p><b>Key Responsibilities :</b></p> <ul style="list-style-type: none"> <li>Forge strategic partnerships with top schools, dioceses and educational networks in North India</li> <li>Drive app registrations, student engagement, and educator participation</li> <li>Organize impactful workshops, campaigns, and school-based activations</li> <li>Collaborate with internal content and outreach teams to scale adoption</li> </ul>	Below 45 years	80,000 – 1,00,000
2	Senior Technology Lead	01	<p><b>EQ :</b> MCA/M tech or B.Tech/BE (Computer Science/IT) or any equivalent graduate degree Minimum 12 years of experience in technology leadership roles, preferably in EdTech, Publishing, Media or SaaS</p> <ul style="list-style-type: none"> <li>Strong background in full-stack development, cloud architecture, and mobile optimization</li> <li>Proven ability to manage vendors, freelancers, and cross-functional collaboration</li> <li>Strategic mind set with a passion for equity, education, and</li> </ul>	Below 45 years	1,45,000 – 2,00,000

			<p>innovation</p> <p><b>DQ :</b> Experience with regional language tech platforms or Ai-based content workflows</p> <p><b>Key Responsibilities :</b></p> <ul style="list-style-type: none"> <li>• Oversee all tech infrastructure platform app, CMS, APIs and integrations</li> <li>• Drive scalability, performance and security across systems</li> <li>• Manage ePub conversions, multilingual content delivery, and accessibility features</li> <li>• Build and mentor a lean but high performing tech team</li> <li>• Translate product goals into actionable tech roadmaps</li> <li>• Align tech strategy with content growth and outreach campaigns</li> </ul>		
3	Digital Media Campaign Expert	01	<p><b>EQ :</b> Master's degree in Journalism, Mass Communication, Digital Media, Advertising, or any related fields</p> <p>Minimum 5 years of experience in digital marketing or campaign management</p> <ul style="list-style-type: none"> <li>• Proficiency with digital tools such as Meta Ads, Google Ads, Canva, HubSpot</li> <li>• Strong creative and analytical skills for developing and optimizing campaigns</li> <li>• Understanding of audience segments including students, educators, and parents</li> </ul> <p><b>DQ :</b> Experience running campaigns for EdTech or social impact projects</p> <p><b>Key Responsibilities :</b></p> <ul style="list-style-type: none"> <li>• Design and execute digital campaigns across social media, search, email and influencer channels</li> <li>• Create engaging content strategies tailored to students, educators and parents</li> <li>• Analyze performance metrics and optimize for reach, engagement, and conversions</li> <li>• Collaborate with outreach and creative teams for multilingual and regional impact</li> </ul>	Below 45 years	50,000 70,000 –

National Book Trust, India reserves the right not to fill up the post as advertised, if circumstances so warrant.

Interested candidates who fulfill the minimum eligibility criteria may apply through speed post to the Deputy Director (A&E), National Book Trust, India, 5, Institutional Area, Phase-II, Vasant Kunj, New Delhi - 110070 in the prescribed format as given on the website i.e. [www.nbtindia.gov.in](http://www.nbtindia.gov.in). Last date for receipt of applications is 07 days from the date of publishing of this advertisement on NBT website.

### **GENERAL TERMS AND CONDITIONS**

1. Post may be increased/ decreased at the discretion of the Competent Authority.
2. The candidate should have good communication skills.
3. During his/her service with the Trust he/she may be required to serve anywhere in India under an office of the Trust.
4. During the tenure with NBT, he/she is not allowed to work concurrently with any other organization of the similar field/nature.
5. Mere fulfilling the qualifications does not entitle a candidate to be necessarily considered or called for the interview.
6. Applications which do not meet the minimum qualifications given in the advertisement and/or incomplete applications will be summarily rejected.
7. Applications will not be accepted after last date of the receipt of applications
8. Age will be determined on the last date of the receipt of applications.
9. Canvassing in any form will be treated as disqualification for the post(s).

**Note:**

1. Self-Attested copies of all relevant certificates, degrees, testimonials etc. should be attached with the Application, and the Originals must be produced at the time of interview and if selected, at the time of joining.
2. No T.A./D.A. will be paid for attending the Interview/Written Test.



राष्ट्रीय पुस्तक न्यास, भारत  
NATIONAL BOOK TRUST, INDIA  
नेहरू भवन, 5 इंस्टीट्यूशनल एरिया, फेज-2, वसंत कुंज  
नई दिल्ली-110070

Post applied for \_\_\_\_\_

Advt. No. \_\_\_\_\_ Dated \_\_\_\_\_

Place a self-attested  
passport size  
photograph  
here

**Name** (in block letters as recorded in matriculation certificate):  
\_\_\_\_\_

**Father's/Husband's Name** (in block letters as recorded in matriculation certificate):  
\_\_\_\_\_

(i) **Date of Birth** (in Christian Era) : \_\_\_\_\_

**In words:** \_\_\_\_\_

(ii) **Age:** \_\_\_\_\_ **Years:** \_\_\_\_\_ **Months** (as on closing date):

**Religion :** \_\_\_\_\_ (Hindu/Muslim/Christian/Sikh/Buddhist/Others)

**Category :** \_\_\_\_\_ (SC/ST/OBC/General)

**Whether Ex-Serviceman :** \_\_\_\_\_ (Yes/No)

**Nationality:** \_\_\_\_\_

**Sex :** \_\_\_\_\_ (Male/Female)

**Marital Status :** \_\_\_\_\_ (Married/Unmarried)

(i) **Whether Physically Disabled :** \_\_\_\_\_ (Yes/No)

**Correspondence Address:**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ **Pin Code:** \_\_\_\_\_

**Contact No.** \_\_\_\_\_ **Email.**

**ID.** \_\_\_\_\_

**Fax No.** \_\_\_\_\_

Permanent

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Pin Code: \_\_\_\_\_

Educational Qualifications (beginning from Matriculation or equivalent) :

Examination(s) passed	University/Board	Year of passing	Subjects covered	Division / Grade	% of Marks

Professional qualifications, if any :

\_\_\_\_\_

Experience (in ascending order) :

Office/Department	Designation	Pay Band + Grade Pay	Period		Nature of Work
			From	To	

Details of Computer literacy: \_\_\_\_\_

Any other relevant information:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

☐ I do hereby declare that the statements made in the Application are true, complete and correct to the best of my knowledge and belief. In the event of any information being found false or incorrect or ineligibility detected or after test/interview or at any stage, my candidature will stand cancelled and all my claims for the recruitment will stand forfeited.

**Note:** Mark Sheet, Age Certificate, Experience Certificate, Caste Certificate etc. enclosed should be self attested and then scanned and attached with the Application. A passport size photograph should also be enclosed.

Place : \_\_\_\_\_

Signature of the applicant

Date : \_\_\_\_\_