nbt.india
एकः सूते सकलम्

राष्ट्रीय पुस्तक न्यास, भारत
शिक्षा मंत्रालय, भारत सरकार
NATIONAL BOOK TRUST, INDIA
Ministry of Education, Government of India
5 इंस्टीट्यूशनल एरिया, फेज-2
वसंत कुंज, नई दिल्ली-110070
Phone: 011-35464620, Email: recruitment@nbtindia.gov.in

Advt. No. 123/2026/Estt.

Date: 04.08.2026

VACANCY NOTICE

National Book Trust, India, an apex body in publication of books and book promotion in the country, invites applications from the eligible candidates for filling up the following posts, purely on contract basis through manpower agency initially for three months which can be 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
1	Digital Media Expert – I (Social Media & Digital Outreach)	01	**EQ:** Master's degree in Journalism, Mass Communication, Digital Media, Advertising, or any related fields Minimum 5 years of experience in digital marketing or campaign management • Proficiency with digital tools such as Meta Ads, Google Ads, Canva, HubSpot • Strong creative and analytical skills for developing and optimizing campaigns • Understanding of audience segments including students, educators, and parents **DQ:** Experience running campaigns for EdTech or social impact projects **Key Roles & Responsibilities:** • Develop and implement social media and digital communication strategies across official platforms. • Plan and manage content calenders aligned with organisational priorities and campaigns. • Create engaging content, campaign concepts, captions and promotional copy. • Coordinate publicity for book fairs, campaigns, launches, events, webinars and digital outreach programmes. • Monitor social media performance using analytics and preprare periodic reports. • Coordinate with internal teams, external agencies and stakeholders for timely execution of campaigns.	Below 45 years	Rs. 50,000 – Rs. 70,000

2	Digital Media Expert – II (Video Editor & Multimedia Animation)	01	**EQ:** Master's degree in Journalism, Mass Communication, Digital Media, Advertising, or any related fields Minimum 5 years of experience in digital marketing or campaign management • Proficiency with digital tools such as Meta Ads, Google Ads, Canva, HubSpot • Strong creative and analytical skills for developing audio visual, static creatives & animations. **Key Roles & Responsibilities:** • Design creatives, banners, infographics, presentations and other digital communication material. • Produce and edit promotional videos, reels, event highlights, interviews and multimedia content. • Develop motion graphics and visual assets for digital campaigns. • Handle photography and videography requirements during official events and outreach activities. • Maintain and organise multimedia assets and digital content repositories. • Support branding and promotional activities through high quality multimedia content.	Below 45 years	Rs. 50,000 – Rs. 70,000

National Book Trust, India reserves the right not to fill up the posts as advertised, if circumstances so warrant. Interested candidates who fulfill the minimum eligibility criteria may apply to the Deputy Director (A&E), National Book Trust, India, Nehru Bhawan, 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. Last date for submission 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).
10. Candidate(s) selected for the post(s) will be required to furnish a Medical Certificate of their being medically fit to work in NBT, India.
11. If you do not hear from us within 15 days of application submission, please consider that you have not been shortlisted.

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/Skill Test.

राष्ट्रीय पुस्तक न्यास, भारत
NATIONAL BOOK TRUST, INDIA

नेहरू भवन, 5 इंस्टीट्यूशनल एरिया, फेज–2, वसंत कुंज
नई दिल्ली–110070

Place a self-attested passport size photograph here

Post applied for _____

Advt. No_____ Dated _____

Name

_____

Father's/Husband's Name

_____

(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 : _____