GOVERNMENT OF MEGHALAYA
MEGHALAYA STATE RURAL LIVELIHOODS SOCIETY
(The Nodal Agency of Govt. of Meghalaya for Implementing NRLM, Ministry of Rural Development, Govt. of India)
Montfort Building, 2nd Floor, Dhanketi, Shillong-793001
: msrls2011@gmail.com : msrls.nic.in :0364-2502130

No. K-21019(16)/4/2024 O/o -COO-P/1500/225 Dated: Shillong the 7th May 2025

ADVERTISEMENT

The Meghalaya State Rural Livelihoods Society (MSRLS) invites applications from eligible citizens of Meghalaya for the position of **State Mission Manager – Knowledge Management & Communication (SMM-KMC)** at the State Mission Management Unit (SMMU), Shillong.

Interested candidates can submit their online application using this link to the Google Form at "https://msrls.nic.in/recruitments". The date for filling up and submission of the application form is from the **9th May 2025** to the **31st May 2025**. The required qualifications for the post and other related information are available in the MSRLS website under Annexure-1.

Candidates are advised to thoroughly read the terms and conditions of the recruitment process and ensure their eligibility before applying. The job requires extensive tours and overnight stays in remote rural areas of the state, so only candidates with a commitment to serving rural communities and possessing the requisite aptitude should apply. Preference will be given to local candidates. The appointment to this post is purely temporary and on a contractual basis. No claims can be made for any permanent position with the Government or any organisation under it.

Place of posting	Name of Post	No. of post	Pay per month
State Mission Management Unit	State Mission Manager – Knowledge Management & Communication	1	₹. 78,000 /-

Sd/-
Chief Executive Officer,
Meghalaya State Rural Livelihoods Society.

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ANNEXURE 1:

DETAILS OF THE POST	
POST NAME	State Mission Manager – Knowledge Management & Communication (SMM-KMC)
CATEGORY	Communication & Documentation
REPORTING TO	Chief Operating Officer
POSTING	State Mission Management Unit (SMMU), Shillong
REQUIREMENTS	**Education:** Post Graduate Degree in Mass Communications, Journalism, Media Technology from recognized University, Institution. **Technical Knowledge:** Design and development of various Knowledge Management and Communication products, with published articles, documentaries or write ups in websites/journals etc. **Project Management Skills:** Ability to plan, implement, and monitor KM initiatives in multi-stakeholder environments (government, NGOs). **Research and Analytical Skills:** Ability to conduct field-based research, KAP (Knowledge, Attitudes, Practices) studies, and literature reviews.
WORKING EXPERIENCE	**Experience:** Minimum **10 years'** experience in relevant working sector such as: ● Experience in working knowledge of social media tools, print and electronic media. ● Adept knowledge in Microsoft Office and Adobe Package Suite (Photoshop, Illustrator, Premiere Pro). ● Ability to create and design IEC related content for NRLM ● Hands-on experience in content management. ● Experience in identifying and developing relationships with media partners, new outlets and social influencers ● Good knowledge of Search Engine Optimization (SEO), social media tools and Google Analytics

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DUTIES & RESPONSIBILITIES	• Design and implement knowledge management strategies specific to NRLM's objectives, including documenting successful livelihoods models, case studies, and best practices from various states and districts. • Collect, document, and share innovative practices and success stories from SHGs, Producer Groups, and other rural development initiatives. This includes capturing qualitative and quantitative data from various field interventions. • Establish and manage a centralized digital and physical repository for NRLM's knowledge resources—this includes manuals, guides, reports, field notes, training materials, and evaluation reports. • Ensure knowledge products (manuals, case studies, success stories, reports) are widely disseminated to stakeholders, including SHG members, field workers, local NGOs, and state-level institutions, for better decision-making and learning. • Set up virtual and physical platforms (e.g., online communities of practice, regional workshops, knowledge fairs) for sharing experiences and knowledge among rural communities, NGOs, government officials, and other development partners. • Organize knowledge-sharing workshops, seminars, and events that bring together stakeholders to discuss findings, lessons learned, and innovations. • Facilitate field visits to model areas and gather feedback from SHGs, community members, and other stakeholders to identify knowledge gaps and areas for improvement. • Develop training materials and conduct capacity-building sessions for NRLM staff, field-level workers, and community leaders on knowledge management systems, tools, and best practices in rural livelihoods. • Use social media platforms (Facebook, Twitter, YouTube, etc.) and digital tools to share stories of empowerment, successful livelihoods models, and other key NRLM initiatives. This also includes managing NRLM's website and other online presence to keep stakeholders informed • Build and maintain relationships with media houses, journalists, and bloggers to ensure positive media coverage of NRLM's initiatives, successes, and stories from the field. • Create communication materials such as newsletters, posters, flyers, video documentaries, and case studies that highlight NRLM's impact and success stories, especially those focused on women's empowerment and livelihood enhancement.

Sd/-
Chief Executive Officer,
Meghalaya State Rural Livelihoods Society.