



Advt. No. DIC/MOT /06/2024/09

Digital India Corporation

Electronics Niketan Annexe, 6, CGO Complex Lodhi Road,

New Delhi – 110003

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Website: www.dic.gov.in

Web Advertisement

06.09.2024

Digital India Corporation has been set up by the ‘Ministry of Electronics & Information Technology, Government of India’, to innovate, develop and deploy ICT and other emerging technologies for the benefit of the common man. It is a ‘not for profit’ Company under Section 8 of the Companies Act 2013. The Company has been spearheading the Digital India programme of the Government of India, and is involved in promoting use of technology for e-Governance/e- Health / Telemedicine, e-agriculture, e-Payments etc. The Digital India programme promotes safety and security concerns of growing cashless economy and addresses challenges confronting its wider acceptance. It also promotes innovation and evolves models for empowerment of citizens through Digital initiatives and promotes participatory governance and citizen engagement across the government through various platforms including social media.

Digital India Corporation is currently inviting applications for the following positions purely on Contract/ Consolidated basis.

S. No	Name of the Post	No. of Vacancies
1	Senior Executive (Product Category)	1

Screening of applications will be based on qualifications, age, academic record and relevant experience. Digital India Corporation reserves the right to fix higher threshold of qualifications and experience for screening and limiting the number of candidates for interview. Only shortlisted candidates shall be invited for selection interviews. Digital India Corporation reserves the right to not to select any of the candidates without assigning any reason thereof.

The details can be downloaded from the official website of DIC, NeGD, MyGov, & MeitY viz. www.dic.gov.in, www.negd.gov.in, www.mygov.in, & www.meity.gov.in.

Eligible candidates may apply ONLINE: <https://ora.digitalindiacorporation.in/>



1. Job Description: Senior Executive (Product Category)

The Senior Executive (Product Category) will play a crucial role in managing and optimizing the product categories for an ecommerce portal. This position requires a deep understanding of ecommerce operations, category management, and customer behavior. The role involves overseeing product listings, driving sales, managing vendor relationships, and ensuring an excellent user experience across product categories. Need to work closely with cross-functional teams, including marketing, logistics, and customer service, to ensure the seamless operations.

Age Limit: 25 - 40 Years

Salary: Commensurate with the qualification and experience

Education Qualifications

- Master's / Bachelor's degree in business, marketing, ecommerce, or a related field.

Experience:

- 3-5 years of experience in ecommerce operations, category management, or product merchandising.

Roles and Responsibilities

- Develop and implement category strategies to drive growth, improve margins, and meet customer demand.
- Identify, select, and manage products within assigned categories to ensure a competitive, diverse, and attractive product offering.
- Analyze market trends, competitor activities, and customer preferences to inform product selection and pricing strategies.
- Implement and manage effective pricing strategies to drive sales, improve profitability, and maintain competitiveness in the market.
- Ensure an optimal product mix by understanding consumer demand and balancing product variety with performance metrics.
- Collaborate with suppliers to manage stock levels, minimize stock-outs, and prevent overstock situations by using forecasting and replenishment models.
- Ensure all products are accurately listed with detailed descriptions, high-quality images, and appropriate keywords for SEO optimization.
- Work with the content and design teams to create compelling product descriptions, category pages, and marketing campaigns.
- Collaborate with the marketing team to plan category-specific promotions, offers, and discounts to increase sales and customer engagement.
- Regularly review category performance through metrics such as conversion rate, average order value, traffic, and revenue. Provide actionable insights for improvement.
- Monitor customer reviews, ratings, and feedback to identify potential issues, improvements, and areas for product innovation.
- Ensure products meet quality standards and customer expectations by conducting regular audits and addressing any product-related issues.
- Collaborate with UX/UI teams to enhance category navigation, search functionality, and overall user experience within the category pages.
- Work with marketing teams to create category-specific marketing plans, email campaigns, and social media strategies.
- Coordinate with supply chain teams to ensure smooth fulfillment and timely delivery of products.

- Partner with IT teams to implement new tools or features that enhance category management, such as automated recommendations, filtering, or sorting options.
- To work with the Weavers Service Centre (WSC), Handicraft Service Centre (HSC) and state handloom/handicraft departments.

Skill Set

- In-depth knowledge of ecommerce operations, product lifecycle management, and category management.
- Ability to think from the customer's perspective and improve the shopping experience.
- Proven ability to negotiate effectively with vendors and suppliers.
- Familiarity with ecommerce platforms, content management systems, and digital marketing tools.
- Experience working with marketing, logistics, customer service, and technical teams.
- High attention to detail for product listings, category curation, and content accuracy.
- Excellent communication and interpersonal skills.
- Proficiency in digital tools and e-commerce platforms.
- Ability to conduct training and capacity-building activities.
- Strong organizational and coordination abilities
- Problem-solving and conflict-resolution skills



General Conditions applicable to all applicants covered under this advertisement:

1. Those candidates, who are already in regular or contractual employment under Central / State Government, Public Sector Undertakings or Autonomous Bodies, are expected to apply through proper channel or attach a 'No Objection Certificate' from the employer concerned with the application OR produce No Objection Certificate at the time of interview.
2. Digital India Corporation reserves the right to fill all or some or none of the positions advertised without assigning any reason as it deems fit.
3. The positions are purely temporary in nature for the project of Digital India Corporation and the appointees shall not derive any right or claim for permanent appointment at Digital India Corporation or on any vacancies existing or that shall be advertised for recruitment by Digital India Corporation in future.
4. Digital India Corporation reserves the right to terminate the appointments of all positions with a notice of one month or without any notice by paying one month's salary in lieu of the notice period.
5. The maximum age shall be as on the last date of receipt of the applications. Screening of applications will be based on qualifications, age academic record and relevant experience. The designation against the position shall be mapped as per the approved policy.
6. In case of a query, the following officer may be contacted

Ms. Vinaya Viswanathan

Head- HR

Digital India

Corporation

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