



राष्ट्रीय परीक्षा एजेंसी
National Testing Agency

Excellence in Assessment



(उच्चतर शिक्षा विभाग, शिक्षामंत्रालय, भारत सरकार के तहत एक स्वायत्त संगठन)

(An Autonomous Organization under the Department of Higher Education, Ministry of Education, Government of India)

No.: A-A8/17/2026-Admin (15066)(6)

Date: 03/08/2026

VACANCY NOTIFICATION

National Testing Agency invites applications for one (1) post of **General Manager — Candidate Experience & Public Communication** from interested/eligible/suitable candidates on contract basis initially for a period of three (3) years, extendable based on performance and organizational requirement

For Eligibility Criteria / Qualification / Experience, Process of Application and Selection, etc., please see the detailed advertisement attached with this Vacany Notification.

Eligible candidates may submit their applications in the format provided at Annexure-I alongwith all required documents as mentioned in the detailed advertisement which should reached by email to: dir-admin@nta.gov.in on or before 18 August 2026

3-8-2026
V V Patil, IOFS
Director (Administration)



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First Floor, NSIC-MDBP Building, Okhla Industrial Estate, New Delhi -110020

फ़ोन/Telephone: 011-69095-250/वेबसाइट/Website: nta.ac.in ई-मेल/e-mail: vv.patil@nta.ac.in





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Advertisement for Engagement of General Manager - Candidate Experience & Public Communication on Contract Basis

1. About the National Testing Agency

The National Testing Agency (NTA) has been established as a premier, specialist, autonomous and self-sustained testing organisation under the Ministry of Education, Government of India, to conduct entrance examinations for admission and fellowship in higher educational institutions. NTA conducts some of the country's largest and most high-stakes examinations - including JEE (Main), NEET (UG), UGC-NET, CUET (UG & PG), CMAT, GPAT and several others - collectively serving crores of candidates every year.

NTA is undergoing a major operational transformation to strengthen its candidate-facing functions. Given the scale of NTA's stakeholder universe - spanning crores of candidates and parents, multiple Test Indenting Agencies, the Ministry, the media and the wider public - clear communication, responsive grievance redressal and a high-quality candidate experience are central to NTA's mandate and to public trust in its examinations. To lead this critical function, NTA invites applications for engagement of a General Manager - Candidate Experience & Public Communication on a contractual basis from candidates with the requisite qualifications and experience.

2. Position Details

Name of Post	General Manager - Candidate Experience & Public Communication (GM-CXC)
Number of Positions	01 (One)
Nature of Engagement	Contract, initially for a period of three (3) years, extendable based on performance and organisational requirement.
Age Limit	Preferably below 55 years as on the last date of application. Relaxation may be considered for exceptional candidates as per NTA norms.
Remuneration	Consolidated monthly remuneration, commensurate with qualifications, experience and industry benchmarks, to be decided by the competent authority. The remuneration package will be competitive and negotiable for exceptional candidates.
Job Location	National Testing Agency, Head Office, New Delhi. The position may require travel to test centres, partner institutions and stakeholder offices across India.
Reporting To	Director General, National Testing Agency.

3. Role Overview

The General Manager - Candidate Experience & Public Communication (GM-CXC) will head NTA's candidate-experience, transparency and public-communication function, and will be the custodian of NTA's relationship with crores of candidates, parents, the media and the wider public. The role spans the entire candidate-facing experience and the entire public-communication function of the Agency, including candidate touch-points (portal, mobile, email, SMS, IVR, WhatsApp bot, social media), the multilingual helpdesk, end-to-end grievance redressal, public-information products such as the Information Bulletin and Public Notices, media and public-affairs management, and crisis communication.

The role requires a senior leader who can combine deep candidate-experience design skills with strong public-communication craft, a public-service orientation, and the ability to operate at scale in a high-



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(An Autonomous Organization under the Department of Higher Education, Ministry of Education, Government of India) stakes, public-trust environment. The GM-CXC will report to the Director General, NTA, and will work closely with the technology, test-centre operations, test-security, vigilance, and finance & legal functions of the Agency, and will be NTA's senior-most public-facing officer after the Director General.

4. Qualifications and Experience

Essential Qualifications	- Master's degree / Post-Graduate Diploma in Mass Communication, Journalism, Public Relations, Communications, Public Policy, Marketing, MBA, or an allied discipline from a recognised university or institution of repute. A Bachelor's degree from a recognised university is essential. - Consistently good academic record. - Minimum 12 years of post-qualification experience in customer experience, public communication, public relations, customer operations, corporate communications, or allied functions. - Of these, at least 5 years must be at a senior leadership level (e.g., Head of Communications, Head of Customer Experience, Head of Public Affairs, Senior General Manager) in a large consumer-facing or public-service organisation. - Excellent command of English and Hindi (written and spoken). Working knowledge of one or more additional Indian languages will be an advantage.
Desirable Experience	- Prior experience in a regulated, public-trust environment such as a regulator, autonomous body, large public-sector undertaking, or major financial institution. - Experience of leading omni-channel customer experience design - including portal, mobile, email, SMS, IVR, chatbots, WhatsApp and social media. - Experience of running a large multilingual helpdesk / contact centre with strong SLA and quality frameworks. - Demonstrated track record in crisis communication and reputation management, including during periods of media scrutiny or adverse incidents. - Experience of managing media relationships at the national level, including with senior journalists, news agencies and television channels. - Familiarity with the education sector, examinations, or candidate-facing services is a strong plus.
Skills and Competencies	- Outstanding written and oral communication skills, with the ability to translate complex policies and procedures into clear, candidate-friendly language. - Strong design sensibility for customer journeys, content and visual communication. - Proven ability to lead multi-disciplinary teams covering content, digital, helpdesk, media and grievance redressal functions. - Excellent stakeholder management - across senior Government functionaries, media, candidates, parents and partner institutions.



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- Strong analytical orientation - ability to use data and feedback to drive continuous improvement of candidate experience.
- High personal integrity, sound judgement under pressure, and a strong public-service orientation. Ability to handle sensitive, politically nuanced matters with discretion.

5. Key Roles and Responsibilities

The GM-CXC will be responsible for the following, which is indicative and not exhaustive:

5.1 Candidate Experience Strategy and Design

- Define and own NTA's candidate experience (CX) strategy and roadmap, with measurable improvements in candidate satisfaction and Net Promoter Scores across every examination cycle.
- Map and continuously redesign the end-to-end candidate journey - from application announcement, through registration, fee payment, admit card, examination day, answer key, result, to scorecard and grievance closure - identifying and removing pain points at each stage.
- Set design standards for candidate-facing content, forms, notifications, error messages, and help text across the NTA digital ecosystem, in coordination with the Chief Technology Officer.
- Ensure that all candidate touch-points are mobile-first, multilingual, accessible (including for PwBD candidates), and consistent in tone and messaging.
- Publish a 'You Said, We Did' report after every examination cycle, demonstrating the link between candidate feedback and NTA's actions.

5.2 Omni-channel Candidate Communication

- Own NTA's omni-channel candidate communication - portal, mobile app, email, SMS, IVR, WhatsApp bot, social media, and partner channels - ensuring clear, timely and multilingual communication at every stage of the examination lifecycle.
- Lead the design, content creation and dissemination of all candidate communication, in English, Hindi, and other regional languages as relevant for each examination.
- Manage NTA's social media presence (Twitter / X, Instagram, YouTube, Facebook, LinkedIn) - both for routine candidate communication and for proactive public engagement.
- Build and run NTA's WhatsApp Bot and other AI-driven candidate-engagement platforms, in coordination with the Chief Technology Officer.
- Establish content-governance protocols to ensure that no public communication goes out from NTA without appropriate review and approval, especially during sensitive periods.

5.3 Multilingual Helpdesk and Contact Centre Operations

- Build and operate a 24x7 multilingual helpdesk through empanelled BPO partners (and with in-house oversight), with strong SLA, quality assurance and analytics framework.
- Define and enforce service-level standards for response times, resolution times, language coverage, agent quality and customer satisfaction.
- Plan helpdesk capacity to handle peak-load surges around registration close, admit-card download, examination day and result declaration windows.



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- Run a robust quality monitoring programme - call audits, mystery checks, calibration sessions and continuous training of helpdesk agents.
- Build a knowledge base and FAQs that helpdesk agents can use to provide consistent, accurate answers, drawn from authoritative NTA sources.
- Generate weekly and cycle-wise helpdesk insights reports highlighting top query categories, recurring issues and recommendations for upstream process improvement.

5.4 Grievance Redressal and Complaint Management

- Lead end-to-end grievance redressal - including grievance intake, categorisation, routing, investigation, resolution, communication to the candidate, and post-resolution feedback.
- Define and publish NTA's Grievance Redressal Charter, with clear timelines, escalation matrix and the rights of candidates.
- Ensure that every grievance receives an acknowledgement within 24 hours and a resolution within published SLAs (typically 7-15 working days, depending on category).
- Handle escalations from the Director General's office, the Ministry of Education, Members of Parliament, the PMO and other senior offices, with clear case files and proposed resolutions.
- Track and analyse grievance trends across examinations, centres and stages of the candidate journey, and feed these insights to the relevant function heads for upstream fixes.
- Coordinate with NTA's vigilance and forensics function on grievances that may indicate systemic malpractice or impersonation.

5.5 Public-Information Products and Transparency

- Own NTA's flagship public-information products - Information Bulletins, FAQs, Public Notices, Advisories, Explanatory Videos and Transparency Disclosures - ensuring they are clear, comprehensive and candidate-friendly.
- Coordinate the preparation and timely release of Information Bulletins for each examination, in collaboration with the relevant subject-matter functions.
- Build and maintain NTA's transparency framework - including disclosures on examination conduct, normalisation methodology, percentile computation, and answer-key challenge process.
- Ensure that all public-information products are published in English, Hindi and other regional languages as relevant.
- Run NTA's RTI compliance function as the senior officer overseeing the Central Public Information Officers (CPIOs), in coordination with NTA's finance and legal function.

5.6 Media Relations and Public Affairs

- Manage NTA's relationship with national and regional media - including journalists, news agencies, television channels, digital media and education-focused publications.
- Lead NTA's media engagement around major examination milestones - notification, registration, admit card, examination conduct, answer key, result and counselling.
- Coordinate press conferences, media briefings and one-on-one engagements with senior media, in coordination with the Director General's office.



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- Run a daily media monitoring function, with timely reporting of significant coverage to the Director General and concerned functions.
- Issue official statements, rejoinders and clarifications on media reports, in coordination with the Director General and the Ministry of Education.
- Build relationships with key opinion leaders and influencers in the education ecosystem to amplify NTA's positive messaging.

5.7 Crisis Communication and Reputation Management

- Lead NTA's communication response during crises - including suspected paper-leak incidents, major technical failures, examination disruptions, malpractice cases, and media controversies.
- Maintain a comprehensive Crisis Communication Playbook covering scenarios, holding statements, escalation paths, spokesperson protocols and approval workflows.
- Run table-top exercises and crisis-simulation drills with the Director General's office and senior functions to test readiness.
- Coordinate with the Ministry of Education, the PIB, and other Government communication arms during major crises.
- Drive proactive reputation management - including thought leadership content, success stories, candidate testimonials and institutional transparency disclosures - to build long-term public trust.

5.8 Stakeholder Communication

- Manage NTA's communication with Test Indenting Agencies (UGC, AICTE, NMC, CSIR, Ministries, States, etc.), ensuring clarity and consistency of messaging across all examinations.
- Coordinate communication with State and District authorities, Centre Superintendents, City Coordinators, Observers and Invigilators, in coordination with NTA's test-centre operations and test-security functions.
- Maintain regular communication with members of the Governing Body, the Apex Body, and the administrative Ministry on matters of public interest and reputation.
- Build communication products and dashboards for the Director General to engage with senior stakeholders including the Hon'ble Education Minister, the Cabinet Secretariat, the PMO, and Members of Parliament.

5.9 Team Leadership and Capability Building

- Build, lead and mentor a high-performing in-house Communication and Candidate Experience team - covering content, digital, helpdesk oversight, grievance redressal, media and design functions.
- Manage relationships with empanelled creative agencies, BPO partners, media-monitoring firms and translation vendors, with strong SLA and quality discipline.
- Institutionalise capacity-building in candidate-experience design, content writing, multilingual communication, crisis response and digital tools within NTA.



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- Plan and manage the function's budget and contracts in compliance with GFR and NTA financial norms.

6. Key Result Areas (KRAs)

- Measurable improvement in candidate satisfaction scores and Net Promoter Score (NPS) across every NTA examination cycle.
- Timely, accurate and multilingual candidate communication at every stage of the examination lifecycle, with zero significant lapses.
- Robust 24x7 multilingual helpdesk operations, with on-target SLA achievement during peak examination windows.
- Effective end-to-end grievance redressal, with measurable reduction in pendency, escalations and repeat complaints.
- Clear, comprehensive and candidate-friendly public-information products (Information Bulletins, FAQs, Public Notices) for every examination.
- Proactive and credible media management, with measurable improvement in NTA's media sentiment and reputation indices.
- A capable, motivated and professionally strong Candidate Experience and Public Communication team within NTA.

7. Selection Process

Shortlisting will be done on the basis of qualifications, experience and suitability of the candidate for the position. Shortlisted candidates will be invited for a personal interview (with the option of a presentation on candidate-experience and communication strategy for NTA) before a Selection Committee constituted by the competent authority. NTA reserves the right to fix suitable criteria for shortlisting and to limit the number of candidates called for interview. The decision of the Selection Committee will be final and binding.

8. How to Apply

- Eligible candidates may submit their applications in the format provided at Annexure-I, along with a detailed CV, a brief (maximum 2-page) write-up on their vision for candidate experience and public communication at NTA, and self-attested copies of certificates in support of qualifications and experience.
- Applications may be submitted by e-mail to the address notified on the NTA website, with the subject line "Application for the Post of GM - Candidate Experience & Public Communication, NTA".
- Applications must reach NTA **within 15 days** from the date of publication of this advertisement on the NTA website. Applications received after the last date or in any form other than prescribed shall not be entertained.
- Candidates already employed in Government / PSU / Autonomous Bodies must route their applications through proper channel or submit a No Objection Certificate (NOC) at the time of interview.
- Mere fulfilment of the minimum qualifications and experience does not entitle a candidate to be called for interview. NTA reserves the right not to fill this post or to cancel the recruitment process at any stage without assigning any reason.



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9. General Conditions

- The engagement will be purely on contractual basis and will not confer any right for regular appointment or absorption in NTA.
- Canvassing in any form will lead to disqualification.
- Incomplete applications, or applications not accompanied by the required supporting documents, are liable to be summarily rejected.
- In case of any dispute, the decision of the Director General, NTA shall be final.

Director General
National Testing Agency



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APPLICATION FORM

Engagement of General Manager - Candidate Experience & Public Communication, National Testing Agency

To,

Paste recent
passport size
photograph
(self-
attested)

The Director General

National Testing Agency

(Ministry of Education, Government of India)

New Delhi

Subject: Application for the Post of General Manager - Candidate Experience & Public Communication, NTA.

Reference: Advertisement dated _____

Sir/Madam,

With reference to the above-mentioned advertisement, I wish to apply for the post of General Manager - Candidate Experience & Public Communication, National Testing Agency. My details are furnished below for kind consideration:

A. Personal Details

1. Full Name (in block letters)	
2. Father's / Husband's Name	
3. Date of Birth (DD/MM/YYYY)	
4. Age (as on last date of application)	
5. Gender	
6. Nationality	
7. Category (Gen / OBC / SC / ST / EWS / PwBD)	
8. Aadhaar Number	
9. PAN Number	
10. Mobile Number	
11. Alternate Contact Number	

12. E-mail Address	
13. Present / Correspondence Address	
14. Permanent Address	

B. Educational Qualifications

(Starting from the highest qualification. Attach self-attested copies of certificates.)

S. No.	Qualification / Degree	University / Institution	Year of Passing	% / CGPA	Division / Class
1					
2					
3					
4					
5					

C. Employment History / Work Experience

(In chronological order, starting with the most recent. Attach additional sheet in the same format, if required.)

S. No.	Organisation / Employer	Designation	Period (From - To)	Last Pay Drawn / CTC	Brief Description of Role & Responsibilities
1					
2					
3					
4					
5					
6					

Total Post-Qualification Experience (Years / Months)	
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Experience at Senior Leadership level (Years / Months)	
Experience in Government / PSU / Autonomous Body (if any)	
Largest Customer / Stakeholder Base Managed (in lakhs / crores)	

D. Professional Certifications and Training

S. No.	Certification / Training	Issuing Body / Organisation	Date / Year	Validity (if any)
1				
2				
3				
4				

E. Languages Known

(Tick all that apply. Indicate proficiency level - Native / Fluent / Working / Basic.)

S. No.	Language	Read	Write	Speak
1				
2				
3				
4				

F. Key Achievements / Major Initiatives Led

(Briefly describe up to five major communication / customer experience / public-affairs initiatives led by you, indicating scale, role played and measurable outcomes. May attach separate sheet.)

1	
---	--

2	
3	
4	
5	

G. References

(Two professional references, preferably from senior positions, who can be contacted.)

Name and Designation	Organisation and Address	Contact Number and E-mail

H. Additional Information

1. Current Employer and Designation	
2. Current Gross Remuneration / CTC (per annum)	
3. Expected Remuneration (per annum)	
4. Notice Period / Earliest Date of Joining	
5. Whether any criminal case / departmental enquiry is pending against you? (Yes / No - if yes, give details)	
6. Link to portfolio / published work / social media handles (if any)	

I. List of Enclosures

- Detailed Curriculum Vitae (CV / Resume).
- Vision Statement (maximum 2 pages) on candidate experience and public communication at NTA.
- Self-attested copies of certificates of educational qualifications.

- Self-attested copies of experience certificates / appointment letters.
- Copies of professional certifications and training (if any).
- Portfolio of major communication / campaign / customer-experience work, where available.
- Copy of latest salary slip / Form 16 (for verification of CTC).
- Copy of a Government-issued photo identity (Aadhaar / PAN / Passport).
- No Objection Certificate (NOC), if employed in Government / PSU / Autonomous Body.
- Any other document in support of the candidature (please specify): _____.

Declaration

I hereby solemnly declare that all the statements made and information furnished in this application are true, complete and correct to the best of my knowledge and belief. I understand that in the event of any information being found false, incorrect or incomplete, or ineligibility being detected before or after the selection / appointment, my candidature / appointment is liable to be cancelled / terminated without any notice or compensation, and appropriate action may be initiated against me. I further declare that I have no objection to any verification of the particulars furnished by me.

Place: _____

Date: _____

(Signature of the Applicant)

Name: _____

To,

The Director General

National Testing Agency

(Ministry of Education, Government of India)

New Delhi

Subject: Application for the Post of General Manager - Candidate Experience & Public Communication, NTA.

Reference: Advertisement dated _____