

Digital Portal Presenter/ Video Anchor

MyGov is the citizen engagement platform of Government of India. It is an Independent Business Division under Digital India Corporation, a Section 8 company under Ministry of Electronics & Information Technology. Details about MyGov can be seen at <https://MyGov.in>

MyGov is looking for an experienced Digital Portal Presenter / Video Anchor with strong expertise in anchoring, podcasting, content creation, production and digital media.

The ideal candidate should have a strong on-camera presence and the ability to manage existing YouTube IPs while conceptualizing and developing new, engaging and scalable digital content properties.

You will be under probation for the first 3 months from the date of joining. It is not mandatory for MyGov to absorb you or offer you regular contract after the completion of the probation period. The period of probation can be reduced or increased by MyGov and shall be solely based upon your performance.

After successful completion of initial contract period, regular contract will be given.

Please review the positions listed below and apply in the form given in this notification. MyGov is hiring experienced professionals for Digital Portal Presenter/Video Anchor.

Interested candidates may apply in this form: <https://forms.gle/gJmS8vdQePjrLkQz8>

Position: Digital Portal Presenter/ Video Anchor

No. of Position(s): 01

Qualification: Graduate/Postgraduate in any discipline.

Experience: 7-10 years

Roles & Responsibilities:

- Manage existing IPs end-to-end — from concept, research and scripting to production, anchoring, publishing, promotion and analytics.
- Conceptualise and develop new YouTube IPs, podcasts, interviews, explainers, live shows and social-first formats.
- Translate complex subjects into simple, engaging and conversational content.
- Anchor interviews, podcasts, conversations, explainers, panel discussions and live programmes.
- Conduct engaging conversations with experts, policymakers, industry leaders, creators and public personalities.
- Develop episode concepts, storylines, hooks, scripts and formats.
- Provide creative direction on storytelling, pacing, visual treatment, editing and audience engagement.
- Have a strong understanding of the YouTube algorithm, audience behaviour, discoverability and content performance.
- Optimise content for CTR, retention, watch time, engagement and subscriber growth.
- Analyse performance data and continuously refine content, formats, titles, thumbnails and publishing strategies.
- Identify emerging trends and audience opportunities and convert them into relevant content.
- Anchor and moderate large-scale events, conferences and live digital programmes.

Additional Requirements:

- Experienced in anchoring, digital media, content creation, podcasting, journalism, broadcasting or production.
- Proven experience in YouTube and digital content creation, with a strong portfolio of IPs, podcasts, interviews or shows.
- Excellent communication, interviewing, research, scripting and storytelling skills.
- Experience across domains such as news, technology, sports, government, business or entertainment will be an advantage.
- Strong understanding of digital audiences and content consumption behaviour.
- Ability to independently manage multiple IPs, stakeholders and production teams.
- Ability to work in a fast-paced, deadline-driven environment.

Location: Delhi (with extensive travelling)