

**प्रसार भारती PRASAR BHARATI**  
**(भारतीय लोक सेवा प्रसारक India's Public Service Broadcaster)**  
**Prasar Bharati Secretariat**  
**PRASAR BHARATI HOUSE, COPERNICUS MARG, NEW DELHI**  
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**Notice Inviting Application**

**File No [E 77923] A-10/016/58/2021-TM&SO      Dated: 15.11.2021**

**Sub:- Invitation of Applications for engagement of Channel Manager on full time contract basis in Prasar Bharati – reg.**

Prasar Bharati invites applications from experienced and dynamic persons for engagement in Prasar Bharati on full time contract basis, for following position:-

**Channel Manager (National Zone) (No. of Position-1)**

**Responsibilities:-**

Will be responsible for the content/creative functions & Operations of one or more Channels (News/ Entertainment/ Sports/other public broadcasting specific genre) thereby growing the viewership of the channel in line with DD Networks mandate and consistent with state of the art production/content/creative values and industry best practices from a production/sourcing and channel management stand point.

**Nature of duties:-**

- i. Channel Broadcasting Operations
- ii. Execution of Channel strategy in line with Goals/objectives of the Network
- iii. Channel Management (National & Regional). Which includes Channel packaging, Promos, Channel specific Social Media activity/Digital brand management
- iv. FPC management

**Qualification:-**

Graduate from recognized university/Institute

**Desirable Qualification**

- i. Post Graduate or Ph.D in areas of Journalism/Content development/Mass Communication/ Advertising /Film making etc. from a recognized University/ Institute
- ii. Management qualification (MBA/PG Diploma )

**Experience:-**

- i. At Least 15 years of experience in broadcasting with specialization in news/ culture/art/entertainment /Sports & other genres of relevance to Public Broadcasting.
- ii. During the last five years the applicant should have held a leadership role of a channel, preferable at a large network.

**Desirable :**

During the last two years the applicant should have also held responsibilities for financial targets related to channel operation and program management of TV channel.

**Remuneration:-**

1.75 lakhs per month with flexibility for negotiation on an individual basis

**2. The terms and conditions of these engagements are as given under:-**

- (i) The services will be purely on contractual basis. The persons engaged shall have no claim either implicit or explicit, for his/ her absorption or regularization in Prasar Bharati.
- (ii) The person will be engaged on full time basis and will not be allowed to take up any other assignment during the period of contractual engagement.
- (iii) Persons engaged on contract basis can be assigned additional task apart from the specific tasks for which they are engaged.
- (iv) Period of engagement shall be of one year and further extendable based on requirement of the organization and performance review.
- (v) The engagement can be discontinued/ terminated with one month notice or one month's salary in lieu thereof by either side without assigning any reason.
- (vi) No claim of pensionary benefit on account of this contractual engagement shall be admissible.
- (vii) Prasar Bharati reserves the right to conduct test and/ or interview of the shortlisted candidates. No TA/DA etc. will be paid for attending the test/ interview.

3. Those candidates who are eligible and willing to work on above terms & conditions in Prasar Bharati, having requisite qualification and experience indicated above may apply online on Prasar Bharati web link <http://applications.prasarbharati.org/> within 15 days from the date of publication on Prasar Bharati website.



**(Sunil Bhatt)**  
**Dy. Director (TM&SO)**

To,  
Head(PBNS) – with a request to upload this circular on the Prasar Bharati website upto the date indicated in para 3 above.

**Copy to:-**

1. Dy. Director General (Tech.), Prasar Bharati Sectt. – with a request to host this circular on the Prasar Bharati e-office notification
2. Dy. Director General (IT), Prasar Bharati Sectt. – with a request to host this NIA on web site of the Prasar Bharati <http://applications.prasarbharati.org>