

प्रसार भारती PRASAR BHARATI
(भारत का लोक सेवा प्रसारक India's Public Service Broadcaster)
PrasarBharati Secretariat
PRASAR BHARATI HOUSE, COPERNICUS MARG, NEW DELHI


NOTICE INVITING APPLICATIONS (NIA)

F.No. [E-241698] A-10/016/30/2024-TM&SO Dated: 09.07.2024

Subject: NIA for contractual engagement of Junior Manager (Distribution) for OTT at New Delhi, on full time contract basis in Prasar Bharati - reg.

Prasar Bharati, New Delhi invites applications from experienced and dynamic persons for engagement as Junior Manager (Distribution) –OTT Platform on full time contract basis, based at New Delhi.

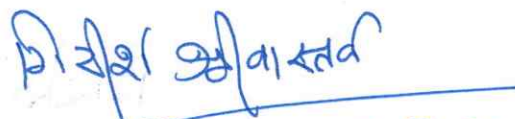
1.	Category	Junior Manager (Distribution) (OTT)
2.	No. of Position	4 Nos.
3.	Place of Work	New Delhi
4.	Duration of Engagement	One year
5.	Consolidated remuneration	Rs.50,000/-
6.	Essential Qualification	Bachelor's degree in Marketing or Business Administration or Communications from a reputed Institute/University. Desirable:- Bachelor Degree with PG Degree or Diploma in Business administration.
7.	Experience	Minimum of 5 years of experience in Distribution and partnerships within media organizations. Desirable: <ul style="list-style-type: none">• Proven track record of developing and executing successful marketing and sales campaigns.• Experience of working with OTT platforms and digital media• Proficiency in using marketing and sales tools and analytics platforms.• Strong analytical skills, with the ability to interpret data and make data-driven decisions.
8.	Age	Below 35 years as on date of notification.


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9.	Nature of duties:-	<ul style="list-style-type: none"> • Develop and implement comprehensive Distribution strategies to promote the OTT platform and drive audience engagement and revenue growth. • Develop and manage Institutional partnerships for PB OTT Platform with but not limited to Government Institutions including different Central and State Government Ministries, Telcos and corporate Institutions to attract sponsorships and programme production focussed on revenue growth . • To engage various Ministries, Departments and Autonomous Bodies to fulfil their media needs and create revenue opportunity for PB OTT • To develop partnerships with TELCOS for bundling of PB OTT and create revenue opportunity • Collaborate with content, production and design teams to create desired content and compelling promotional materials. • Analyse market trends, audience insights and performance metrics for institutional partnerships . • Stay updated with industry trends, emerging technologies and best practices in digital marketing and sales.
10.	Desirable Skills and requirement	<ul style="list-style-type: none"> • Experience working with public broadcasting or large media organizations. • Familiarity with content management systems (CMS) and customer relationship management (CRM) tools. • Experience in liaising with different government bodies • Experience in liaising with different Telcos • Communication and interpersonal skills.

9. The terms and conditions of the engagement 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.


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- 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 initially be for ONE year with an annual appraisal which may be 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.

10. 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. In case of any difficulty in submission it may be emailed to **hrcpbs@prasarbharati.gov.in** along with screenshot of error. Application(s) received through any other mode will not be considered.

This issues with the approval of the Competent Authority.


09.07.2024

(गिरीश कुमार Girish Kumar)

उप निदेशक (टी.एम.&एस.ओ.) Deputy Director (TM&SO)

To,

Director (PBNS) – with a request to upload this circular on the Prasar Bharati website upto the date indicated in para 10 above.

Copy to:-

- i. DDG (Tech), PB Sectt. – with a request to host this circular on the Prasar Bharati e-office notification.