

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

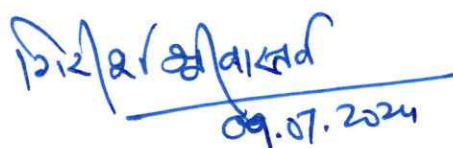
Subject: NIA for contractual engagement of Junior Manager (Sales & Marketing) for OTT at New Delhi, on full time contract basis in Prasar Bharati - reg.

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

1.	Category	Junior Manager (Sales & Marketing) (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, or equivalent from a recognized Institute/University. Desirable: Master's degree in a related field
7.	Experience	Minimum of 5 years of experience in marketing and sales, with a focus on digital marketing and media. Desirable: <ul style="list-style-type: none">• Proven experience in 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.
9.	Nature of duties:-	<ul style="list-style-type: none">• Develop and implement comprehensive marketing and sales strategies to promote


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		<p>the OTT platform and drive audience engagement and revenue growth.</p> <ul style="list-style-type: none"> • Lead the creation and execution of marketing campaigns across digital, social media and traditional channels. • Develop and manage sales strategies to attract and retain advertisers, sponsors and partners. • Collaborate with content, production and design teams to create compelling promotional materials. • Analyze market trends, audience insights and performance metrics to inform marketing and sales strategies. • Manage the marketing and sales budget, ensuring efficient allocation of resources to maximize ROI. • Oversee the development and maintenance of the platform's brand identity, ensuring consistency across all channels. • Build and maintain relationships with external partners, including agencies, influencers, advertisers and media outlets. • Lead and mentor the marketing and sales team, fostering a collaborative and innovative environment. • Monitor and report on the effectiveness of marketing and sales campaigns, providing insights and recommendations for improvement. • 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 influencer marketing and partnerships. • Communication and interpersonal skills. • Strong understanding of OTT platforms and the digital media landscape. • Excellent project management and organizational skills. • Creative thinker with a passion for innovative marketing and sales solutions. • Ability to manage multiple projects simultaneously and meet tight deadlines.

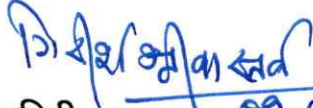

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9. The terms and conditions of the engagement are as given under:

- 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.
- 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.


(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.