

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

NOTICE INVITING APPLICATION

No. [E 146881] A-10/016/75/2022-TM&SO

Date: 12/07/2024

Subject: NIA for engagement of **Marketing Executive** at **Kolkata** on full time contract basis in Prasar Bharati - reg.

Prasar Bharati invites applications from experienced and dynamic persons for engagement as **Marketing Executive** in Prasar Bharati on full time contract basis, based at **Kolkata**.

1. **Category:** Marketing Executive

2. **No of Position:** 1 No.

3. **Place of work:** CBS, Kolkata

4. **Duration of engagement:** 2 Years

5. **Consolidated remuneration:** Rs.35,000/- to Rs 42,000/- per month (negotiable).

6. **Eligibility—**

(a) **Essential Educational:** MBA/MBA (Marketing) or PG Diploma in Marketing from recognized Management Institute / University.

(b) **Essential Experience:** Minimum 1 Year Experience in direct sales. Preference will be given to the candidate having experience in direct selling with media organization.

7. Job Description & Key Responsibilities:-

She/he will be primarily responsible for Direct Sales revenue for DD/AIR for respective Geographic locations. She/he will be constantly engaged in client interface and sales, including Preparation of own pitch and sales materials such as presentations and proposals. Her/ His Responsibilities shall include, inter-alia, the followings:-

i. Actively seek out new sales opportunities through open market visits, corporate Engagement and networking

ii. Set up meetings with potential clients.

iii. Create frequent reviews and reports with sales and financial data.

iv. Participate on behalf of the organisation in exhibitions or conferences as part of the Sales initiatives.

v. Collaborate with team to achieve revenue targets

vi. Revenue:

a. Independent responsibility for allocated % of the office sales target,

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- b. Managing select existing client relationships and attempt to grow total spend from these clients,
 - c. Developing new clients and attempting to upgrade at least half to regular spending/repeat clients,
 - d. Learn and independently manage internal collaboration with S&P, marketing, programming, traffic etc. to leverage network strengths to deliver revenue upside / higher yields via customized pitches,
 - e. Sell through marketing events in addition to traditional on air sales
- vii. Sales processes:
- a. Updating of routine MIS & sales projections
 - b. Establishing and maintaining market relationships
 - c. Assisting finance with timely market collections

8. Key Skills and Competencies:-

Candidates who are dynamic, confident, with sound knowledge of sales practices and possessing:-

- i. Excellent communication skills with fluency in English. Knowledge & fluency in local language shall be an advantage.
- ii. Excellent soft skills with capability of conducting themselves well in the presence of senior members of the industry.
- iii. Ability to work in a team as well as capacity to self-start and run with the revenue targets.

9. Age: Below the age of 35 years as on the last date of receipt of applications.

10. 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 initially be for two years 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.
- viii. Remuneration offered may be negotiated for suitable candidate, at the sole discretion of Prasar Bharati, on the basis of last drawn salary, years of experience and candidate potential.

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ix. The number of positions may be reduced or increased at the time of final selection at the sole discretion of Prasar Bharati.

x. Candidates are requested to upload complete and clear copy of all requested documents. Else their candidature shall be rejected without any intimation.

xi. Age / Experience / Education shall be considered till the date of issue of this NIA (inclusive).

xii. Only shortlisted candidates will be contacted via email. Candidates are advised to keep checking inbox / spam / junk folders for any communication from Prasar Bharati.

11. 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 weblink <http://applications.prasarbharati.org/> within 15 days from the date of publication in news papers along with self attested copies of supporting documents. In case of any difficulty in submission it may be emailed to hrcpbs@prasarbharati.gov.in along with screenshot of error.


12.07.2024
(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 11 above.

Copy to:-

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

(ii) DDG(Sales), Sales – With a request to coordinate with concerned Division to publish the NIA in Newspaper & other media.