

**प्रसार भारती PRASAR BHARATI**  
(भारत का लोक सेवा प्रसारक India's Public Service Broadcaster)  
**PrasarBharati Secretariat**  
**PRASAR BHARATI HOUSE, COPERNICUS MARG, NEW DELHI**  
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**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 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 **Manager (Sales & Marketing)** –OTT Platform on full time contract basis, based at New Delhi.

1.	Category	Manager (Sales & Marketing) (OTT)
2.	No. of Position	2 Nos.
3.	Place of Work	New Delhi
4.	Duration of Engagement	One year
5.	Consolidated remuneration	Rs.75,000/-
6.	Essential Qualification	Master's degree in Marketing/Sales or Business Administration or Communications or equivalent from a recognized Institute/University.
7.	Experience	Minimum of 8 years of experience in marketing and sales, with a focus on digital marketing and media. <b>Desirable:</b> <ul style="list-style-type: none"><li>• Proven track record of developing and executing successful marketing and sales campaigns.</li><li>• Experience of working with OTT platforms and digital media</li><li>• Proficiency in using marketing and sales tools and analytics platforms.</li><li>• Strong analytical skills, with the ability to interpret data and make data-driven decisions.</li></ul>
8.	Age	Below 40 years as on date of notification.
9.	Nature of duties:-	<ul style="list-style-type: none"><li>• Develop and implement comprehensive marketing and sales strategies to promote the OTT platform and drive audience engagement and revenue growth.</li><li>• Lead the creation and execution of marketing campaigns across digital, social media and traditional channels.</li></ul>

  
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		<ul style="list-style-type: none"> <li>• Develop and manage sales strategies to attract and retain advertisers, sponsors and partners.</li> <li>• Collaborate with content, production and design teams to create compelling promotional materials.</li> <li>• Analyze market trends, audience insights and performance metrics to inform marketing and sales strategies.</li> <li>• Manage the marketing and sales budget, ensuring efficient allocation of resources to maximize ROI.</li> <li>• Oversee the development and maintenance of the platform's brand identity, ensuring consistency across all channels.</li> <li>• Build and maintain relationships with external partners, including agencies, influencers, advertisers and media outlets.</li> <li>• Lead and mentor the marketing and sales team, fostering a collaborative and innovative environment.</li> <li>• Monitor and report on the effectiveness of marketing and sales campaigns, providing insights and recommendations for improvement.</li> <li>• Stay updated with industry trends, emerging technologies and best practices in digital marketing and sales.</li> </ul>
10.	Desirable Skills and requirement	<ul style="list-style-type: none"> <li>• Experience working with reputed media organizations.</li> <li>• Familiarity with content management systems (CMS) and customer relationship management (CRM) tools.</li> <li>• Experience in influencer marketing and partnerships.</li> <li>• Communication and interpersonal skills.</li> <li>• Strong understanding of OTT platforms and the digital media landscape.</li> <li>• Excellent leadership and team management skills.</li> <li>• Ability to manage multiple projects simultaneously and meet tight deadlines.</li> <li>• Creative thinker with a passion for innovative marketing and sales solutions.</li> </ul>

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


- 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.

  
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- 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](mailto: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 )  
09.07.2024

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.