

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

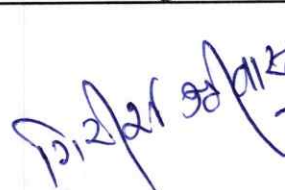
Subject: NIA for contractual engagement of Manager (Distribution) for OTT at New Delhi, on full time contract basis in Prasar Bharati - reg.

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

1.	Category	Manager (Distribution) (OTT)
2.	No. of Position	1 No.
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 Business Administration or Communications or PG Diploma with Bachelor's degree.
7.	Experience	Minimum of 8 years of experience in Distribution and partnerships within media organizations. 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 40 years as on date of notification.
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.

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		<ul style="list-style-type: none"> • 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 reputed media organizations. • Can devise strategies and conceptualise media plans for the social sector for developing Government Partnerships. • Experience in liaising with different government bodies • Experience in liaising with different Telcos • Familiarity with content management systems (CMS) and customer relationship management (CRM) tools. • Communication and interpersonal skills. • Strong understanding of OTT platforms and the digital media landscape. • Excellent leadership and team management skills. • Ability to manage multiple projects simultaneously and meet tight deadlines. • Administrative knowledge and familiarity of working in the government system

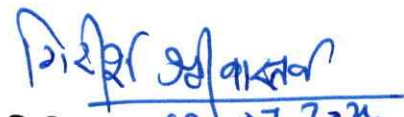

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9. The terms and conditions of the engagement are as given under:

- 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.