

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

NOTICE INVITING APPLICATIONS (NIA)

F No [E241698] A-10/016/30/2024-TM&SO

Dated: 10.09.2025

Subject: NIA for contractual engagement in various categories at OTT platform in Prasar Bharati - reg.

Prasar Bharati invites applications from experienced and dynamic persons (**Indian Nationals only**) for engagement under following categories at **OTT Platform** on full time contract basis, based at **New Delhi** for a period of **one year**:-

1. Content Manager (Sourcing)	
No. of Positions	1
Monthly Remuneration	₹ 65,000/-
Qualification	Essential: Bachelor's degree from a recognized University/Institute Desirable: Degree or diploma in the field of mass communication / content production / business administration.
Experience	Atleast 5 years of experience in content within media Industry, out of which minimum 3 years of Experience of working with OTT platforms / digital media companies
Age	Below 45 years as on date of notification
Desirable Skills and requirement	<ul style="list-style-type: none"> • Background in content acquisition, licensing, or media partnerships. • Ability to analyze content performance and audience engagement metrics. • Familiarity with legal aspects of content rights and licensing. • In-depth knowledge of the digital media landscape, including OTT, VOD and social media trends • Excellent negotiation and relationship management skills. • Network of industry contacts and relationships. • Familiarity with public procurement system, content procurement /Syndication.
Nature of Duties	<ul style="list-style-type: none"> • Content Acquisition: Identify, evaluate and negotiate content partnerships with production houses, independent creators and content distributors. • Strategic Content Planning: Align content acquisition with the OTT platform's content strategy, audience demands and market trends. • Industry & Market Research: Monitor content consumption trends, competitor offerings and emerging media landscapes to refine

	<p>content sourcing strategies.</p> <ul style="list-style-type: none"> • Negotiation & Contracting: Work with legal and finance teams to negotiate licensing, revenue-sharing agreements and rights management. • Rights Management & Compliance: Ensure all sourced content meets regulatory guidelines, copyright requirements and platform standards. • Performance Evaluation: Track content performance using analytics and audience feedback to inform future sourcing decisions. • Cross-Functional Coordination: Work closely with marketing and operation teams to optimize content placement and promotion.
2. Content Manager - OTT Platform (Operations)	
No. of Positions	2
Monthly Remuneration	₹ 65,000/-
Qualification	<p>Essential: Bachelor's degree from a recognized University/Institute</p> <p>Desirable: Degree or diploma in the field of mass communication / content production</p>
Experience	<p>Atleast 5 years of experience in content within media Industry, out of which minimum 3 years of Experience of working with OTT platforms / digital media companies</p> <p>Desirable:</p> <ul style="list-style-type: none"> • Experience in digital content management, CMS tools and media workflows. • Experience in video streaming, metadata tagging etc.
Age	Below 45 years as on date of notification
Desirable Skills and requirement	<ul style="list-style-type: none"> • Familiarity in Playlist management, live streaming management, etc. • Awareness of best practices in User Experience (UX). • Social Media operations, Search Engine Optimization (SEO). • Knowledge of video/audio formats, encoding and streaming technologies. • Understanding of content performance analytics and user engagement strategies.
Nature of Duties	<ul style="list-style-type: none"> • Content Curation & Optimization: Manage the placement, categorization and scheduling of content for optimal discoverability and audience engagement. • Metadata & Asset Management: Ensure accurate tagging, metadata enrichment and appropriate thumbnails/trailers to enhance user experience. • Rights & Compliance Management: Monitor licensing terms, content expirations and compliance with regulatory requirements. <ul style="list-style-type: none"> • Live Event Management: Oversee the technical and operational aspects of live content streaming, ensuring a seamless viewing experience. • Performance-Based Content Placement: Utilize analytics to determine the best placement of content on the platform based on viewership trends.

	<ul style="list-style-type: none"> • Content Ingestion & Quality Control: Manage the ingestion pipeline, verifying file formats, resolution and overall content quality before publishing. • Shift-Based Coverage: Given the real-time nature of content operations, work in shifts to ensure 24/7 content availability and support for live events. • Collaboration with Tech & Marketing Teams: Work closely with platform developers, marketing teams and sourcing managers to ensure content is well-integrated and promoted effectively.
3. Content Manager (Production)	
No. of Positions	2
Monthly Remuneration	₹65,000/-
Qualification	<p>Essential: Bachelor's degree from a recognized University/Institute</p> <p>Desirable: Degree or diploma in the field of mass communication / content production / Film making.</p>
Experience	<p>Atleast 5 years of experience in content within media Industry, out of which minimum 3 years of Experience of working with OTT platforms / digital media companies</p> <p>Desirable:</p> <ul style="list-style-type: none"> • Experience in content production and media management for digital platforms.
Age	Below 45 years as on date of notification
Desirable Skills and requirement	<ul style="list-style-type: none"> • Proven track record of content production and related operations. • Proficiency in using production tools and software. • Familiarity with OTT content production workflows, including scripting, filming and post-production. • Network of industry contacts and relationships. • Skilled in camera work, pre/post production tools, script writing, storytelling, etc. • Understanding of audience preferences and digital media consumption trends.
Nature of Duties	<ul style="list-style-type: none"> • Content Production Management: Oversee end-to-end production processes for original content, from ideation to final delivery, ensuring alignment with the platform's content strategy. • Quality Control & Compliance: Ensure content meets platform standards, regulatory guidelines and audience preferences. • Live Production Support: Manage and support the production of live-streamed content, ensuring seamless execution. • Metadata & Asset Management: Ensure proper tagging, descriptions and promotional assets for content visibility and discoverability. • Event-Based & Thematic Content Creation: Ideate and produce event-specific, thematic, or commemorative content by leveraging archival content, news footage and interviews, in sync with national or cultural moments. • Promos, Trailers, and Highlights: Conceptualize, script and oversee

	<p>the production of trailers, teasers, promos and highlight reels to boost content discoverability and user engagement.</p> <ul style="list-style-type: none"> • Repurposing of Archival Content: Curate and transform archival video, audio and news material into new, engaging formats such as short-form stories, interview capsules, or digital documentaries suitable for OTT audiences. • Sports & News Capsules Production: Supervise the creation of news round-ups, sports highlight packages and topical interview content, especially for digital and social media use. • Commissioned Content Oversight: Work in close coordination for commissioned content to: <ul style="list-style-type: none"> – Ensure high standards of creative quality (narrative strength, originality, audience relevance) – Monitor technical quality (audio-visual standards, post-production finish) – Provide regular feedback to ensure deliverables meet audience expectations and engagement benchmarks.
4. Creative Designer	
No. of Positions	01
Monthly Remuneration	₹ 80,000/-
Qualification	<p>Essential: Bachelor's degree in Graphic Design or Visual Arts or Multimedia or Film Production or Equivalent Diploma from a recognized University/Institute</p> <p>Desirable: Master's degree in related field.</p>
Experience	<p>Atleast 8 years of experience in graphic design and production within media Industry, out of which minimum 5 years of Experience of working with OTT platforms / digital media companies</p> <p>Desirable: Experience with motion graphics and animation.</p>
Age	Below 45 years as on date of notification
Desirable Skills and requirement	<ul style="list-style-type: none"> • Proficiency in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, XD, Figma, or similar tools). • Strong understanding of UI/UX principles for OTT platforms and digital applications. • Expertise in graphic design, video editing and motion graphics. • Strong portfolio showcasing a range of graphic design and video projects • Familiarity with reputed media organizations. • Knowledge of 3D modelling and animation software. • Understanding of visual storytelling, typography, colour theory, and composition.
Nature of Duties	<ul style="list-style-type: none"> • Thumbnails & Promotional Assets <ul style="list-style-type: none"> ○ Conceptualize and create high-quality thumbnails, banners and promotional graphics to improve content visibility and

	<p>engagement.</p> <ul style="list-style-type: none"> ○ Ensure thumbnails align with platform branding, genre aesthetics and audience preferences. ○ A/B test different thumbnail designs to optimize click-through rates and user engagement. <ul style="list-style-type: none"> ● UI/UX Design for the OTT Platform <ul style="list-style-type: none"> ○ Design intuitive and visually appealing UI elements for the OTT app and website. ○ Collaborate with developers and product teams to refine user experience and navigation. ○ Maintain consistency in branding and aesthetics across all digital touchpoints. ○ Create wireframes, prototypes and design mockups to enhance usability and accessibility. ● Graphic Design & Branding. <ul style="list-style-type: none"> ○ Develop logos, icons, typography and branding materials for OTT campaigns and platform-wide promotions. ○ Ensure visual consistency across all digital and social media assets. ○ Work with marketing and content teams to produce eye-catching creatives for ads, social media and in-app promotions. ● Video Editing & Motion Graphics <ul style="list-style-type: none"> ○ Create , edit and enhance video trailers, highlight reels and promotional clips for content marketing. ○ Design animated intros, transitions and motion graphics for live events and VOD content. ○ Optimize video and image assets for fast loading and seamless playback across devices. ● Cross-Functional Collaboration <ul style="list-style-type: none"> ○ Work closely with content managers, marketing teams and developers to ensure that all design elements align with strategic goals. ○ Ensure that designs follow OTT best practices, platform guidelines and user behavior insights ○ Stay updated with trends in digital design, video editing and user experience to keep the platform visually competitive.
5. Graphic Editor	
No. of Positions	04
Monthly Remuneration	₹ 60,000/-
Qualification	<p>Essential: Bachelor's degree in Graphic Design or Visual Arts or Multimedia or Film Production or Equivalent Diploma from a recognized University/Institute</p> <p>Desirable: Master's degree in related field.</p>
Experience	Atleast 5 years of experience in graphic design and production within

	<p>media Industry, out of which minimum 3 years of Experience of working with OTT platforms / digital media companies</p> <p>Desirable: Experience with motion graphics and animation.</p>
Age	Below 45 years as on date of notification
Desirable Skills and requirement	<ul style="list-style-type: none"> • Proficiency in Industry standard software like Adobe Photoshop, Illustrator, Premiere Pro, After Effects, Canva and Figma etc • Understanding of OTT content presentation, aspect ratio and UI design principles. • Strong portfolio showcasing a range of graphic design and video projects. • Knowledge of 3D modelling and animation software. • Understanding of visual storytelling, typography, colour theory, and composition. • Basic knowledge of video encoding, compression and export settings for streaming platforms. • Strong skills in photo editing, video editing, and motion graphics.
Nature of Duties	<ol style="list-style-type: none"> 1. Graphic Design & Image Editing <ul style="list-style-type: none"> • Create and edit thumbnails, posters and banners to enhance content presentation. • Apply color correction, retouching and image enhancement techniques to improve visual quality. • Ensure all graphics are optimized for different screen sizes and resolution (mobile, tablet, smart TV, etc.). 2. Video Editing & Motion Graphics <ul style="list-style-type: none"> • Editing video clips, teasers and promotional trailers for content marketing. • Create basic motion graphics and animated elements for OTT content, in-app promotions and social media. • Export and optimize video assets in various formats for smooth playback. 3. Content Adaptation & Optimization <ul style="list-style-type: none"> • Adapt creative assets for various formats, languages and regions based on platform requirements. • Ensure all graphics comply with OTT platform branding, style guides and licensing agreements. • Optimize file sizes for fast loading and high performance on different devices. 4. Collaboration & Workflow Management <ul style="list-style-type: none"> • Work closely with Creative Designers to execute visual strategies for content placement and promotions. • Coordinate with Content Managers to ensure timely updates and the right visual representation of content. • Maintain an organized asset library and version control for efficient workflow.

6 Video Editor	
No. of Positions	04
Monthly Remuneration	₹50,000/-
Qualification	Essential: Bachelor's degree in Graphic Design or Visual Arts or Multimedia or Film Production or Equivalent Diploma from a recognized University/Institute.
Experience	Atleast 5 years of experience in video editing and graphic design within media Industry, out of which minimum 3 years of Experience of working with OTT platforms / digital media companies
Age	Below 45 years as on date of notification
Desirable Skills and requirement	<ul style="list-style-type: none"> • Expertise in Video Editing Software: Adobe Premiere Pro, DaVinci Resolve, Final Cut Pro. • Motion Graphics & Animation: After Effects, Blender, or similar tools. • Proficiency in Audio Editing: Audition, Logic Pro, or similar DAW software for sound optimization. • Understanding of Video Formats & Codecs: MP4, MOV, H.264, ProRes, etc. • Colour Correction & Grading: Experience using Lumetri Color, LUTs and other grading tools. • Compression & Exporting: Knowledge of best practices for OTT and digital platforms
Nature of Duties	<ol style="list-style-type: none"> 1.Video Editing & Post-Production <ul style="list-style-type: none"> • Edit trailers, teasers, promos, and marketing videos for content promotion. • Trim, sequence, and arrange raw footage into polished, engaging videos. • Add text overlays, animations, transitions, and special effects to enhance visual appeal. 2. Motion Graphics & Animation <ul style="list-style-type: none"> • Design and implement basic motion graphics elements for intros, lower thirds, and branding. • Work with the Creative Designer to create visually engaging animated assets. 3. Color Correction & Sound Editing <ul style="list-style-type: none"> • Perform color grading and correction to enhance the visual quality of videos. • Sync and edit audio, background music, and sound effects to improve content impact. • Remove noise, adjust voice clarity, and ensure proper audio mixing. 4. Content Adaptation & Optimization <ul style="list-style-type: none"> • Edit videos into different formats and aspect ratios for OTT, social media, and mobile platforms. • Optimize video content for fast streaming and seamless playback across devices. • Ensure final output meets platform-specific guidelines and technical requirements.

	<p>5. Collaboration & Workflow Management</p> <ul style="list-style-type: none"> • Work closely with Creative Designers to maintain brand consistency across all video assets. • Coordinate with Content Managers to ensure timely delivery and scheduling of promotional videos. • Manage and organize the video asset library for easy access and reuse.
7. Content Executive	
No. of Positions	25
Monthly Remuneration	₹ 40,000/-
Qualification	<p>Essential: Bachelor's degree from a recognized University/Institute.</p> <p>Desirable: Bachelor's degree or diploma in Media Management, Digital Media, Communication, or a related field.</p>
Experience	<p>Atleast 4 years of experience in media archiving or a related role within media Industry, out of which 1 year of experience in content operations, media asset management, or digital publishing.</p> <p>Desirable:</p> <ul style="list-style-type: none"> • Prior experience in OTT, broadcasting, or VOD platforms.
Age	Below 45 years as on date of notification
Desirable Skills and requirement	<ul style="list-style-type: none"> • Understanding of content licensing, rights management and publishing guidelines. • Experience with MAM & CMS platforms for digital content management. • Knowledge of metadata tagging, video formats, encoding and transcoding. • Familiarity with OTT workflows, media asset handling and live event operations. • Basic troubleshooting skills for content ingestion and playback issues.
Nature of Duties	<p>1. Content Ingestion & Metadata Management</p> <ul style="list-style-type: none"> • Ingest all primary and secondary (child) media assets, including video files, audio tracks, thumbnails, captions, and subtitles. • Ensure proper metadata tagging, categorization, and classification for better content discoverability. • Maintain and update content titles, descriptions, keywords, genres, cast details, and licensing information on the CMS. • Perform quality checks to ensure files meet technical and platform specifications before publishing. <p>2. Playlist Management & Content Scheduling</p> <ul style="list-style-type: none"> • Assist Content Managers in playlist creation and management, ensuring smooth content flow. • Support in content calendaring, scheduling, and programming to align with promotional campaigns.

	<ul style="list-style-type: none"> • Monitor scheduled content to ensure proper availability on the platform. <p>3. Live Event Support & Media Handling</p> <ul style="list-style-type: none"> • Work with the operations team to manage live event coverage, ensuring proper ingestion and metadata setup. • Handle real-time content updates for live and time-sensitive content. • Troubleshoot and resolve technical issues related to content ingestion and live streams. <p>4. MAM & CMS Operations</p> <ul style="list-style-type: none"> • Work extensively with MAM and CMS tools for content uploading, updating, and archiving. • Maintain proper asset organization and version control for media files. • Coordinate with technical teams for troubleshooting content-related issues. <p>5. Collaboration & Reporting</p> <ul style="list-style-type: none"> • Work closely with Content Managers, Creative Designers, and Tech Teams to ensure smooth content workflows. • Assist in analyzing content performance and suggesting improvements for content presentation. • Generate reports on content status, metadata accuracy, and ingestion efficiency. • Ensure all archived content meets quality and technical standards. • Maintain accurate records of archived content, including metadata, descriptions and usage rights.
8. Library Assistant	
No. of Positions	2
Monthly Remuneration	₹40,000/-
Qualification	<p>Essential: Bachelor's degree in Library Science, Archival Studies, Mass Communication, or Information Science from a recognized University/Institute.</p> <p>Desirable:</p> <ul style="list-style-type: none"> • Certification or coursework in Digital Archiving, Media Management, or Metadata Standards. • Proficiency in MS Excel, Word, Power Point, Access etc. productivity tools.
Experience	Atleast 5 years of experience in Library Management or a related role in Media Industry, out of which 3 years of experience in media libraries, preferably in a broadcasting or digital media environment..
Age	Below 45 years as on date of notification.
Desirable Skills and requirement	<ul style="list-style-type: none"> • Understanding of media formats, metadata standards and digital archiving practices. • Familiarity with Content Management Systems (CMS) and Digital Asset Management (DAM) systems

	<ul style="list-style-type: none"> • Proficiency in using Media Management and Archiving Software. • Familiarity with copyright and usage rights related to media content.
Nature of Duties	<ol style="list-style-type: none"> 1. Cataloguing & Metadata Management <ul style="list-style-type: none"> • Maintain accurate and standardized metadata for all media assets. • Organize and tag content in the archive management systems (both digital and physical). • Classify content for easy retrieval using accepted library and archival indexing systems. 2. Coordination with OTT Platform <ul style="list-style-type: none"> • Act as a key liaison between the archives department and the OTT content team. • Respond to requests for retrieval and delivery of archival content for digital publication. • Coordinate content transfers, ensure compliance with format and metadata requirements as per OTT standards. • Maintain logs of content accessed or shared with the OTT platform for recordkeeping and audit purposes. 3. Digitization & Quality Checks <ul style="list-style-type: none"> • Assist in the digitization of legacy media assets, including videotapes, audio reels, and photographs. • Conduct quality control checks on digitized material before transferring to the OTT or other platforms. • Maintain digitization status records and storage mappings. 4. Archive Maintenance & Preservation <ul style="list-style-type: none"> • Ensure safe and secure storage of physical and digital assets. • Support preservation practices to protect content from degradation or loss. • Monitor storage environments and flag any issues with archive safety, equipment, or climate conditions. 5. Retrieval & Documentation <ul style="list-style-type: none"> • Retrieve content on demand for internal use or publication, especially for live events, documentaries, or thematic OTT playlists. • Maintain documentation for content usage, lending, transfers, and archival status. • Assist in content research and curation for thematic projects or commemorative releases. 6. Departmental Coordination & Reporting <ul style="list-style-type: none"> • Coordinate with digitization teams, content managers, MAM/CMS teams, and editorial staff. • Support reporting needs, including monthly summaries of digitized content, transferred files, and archival condition updates.
9. IT Executive	
No. of Positions	03
Monthly Remuneration	₹ 60,000/-

Qualification	<p>Essential: Bachelor's degree or diploma in IT, Cloud Computing, Cybersecurity, Computer Science, or a related field from a recognized University/Institute.</p> <p>Desirable: Certifications in AWS, Azure, CISSP, CEH, or IT security frameworks.</p>
Experience	<p>Atleast 5 years of experience in IT Operations in media Industry, out of which 2 years of experience in OTT IT operations, cloud & CDN management, or live streaming infrastructure.</p> <p>Desirable:</p> <ul style="list-style-type: none"> • Prior experience in OTT, broadcasting, or digital media streaming.
Age	Below 40 years as on date of notification
Desirable Skills and requirement	<ul style="list-style-type: none"> • Cloud Computing: AWS, Google Cloud, Azure (EC2, S3, IAM, VPC). • CDN Management: Akamai, Cloudflare, Fastly, AWS CloudFront. • OTT Streaming Technologies: HLS, DASH, RTMP, DRM enforcement. • Security & Compliance: SSL, TLS, VPNs, DDoS protection, IAM policies, GDPR compliance. • Network & IT Security: Firewall management, penetration testing, encryption standards. • Monitoring & Logs: CloudWatch, New Relic, ELK Stack, Grafana, SIEM tools. • Incident Response & Risk Management: Cyberattack response, vulnerability assessments, IT auditing.
Nature of Duties	<ol style="list-style-type: none"> 1. Coordination with Master System Integrator (MSI) <ul style="list-style-type: none"> • Act as the primary point of contact between the OTT platform team and the MSI for all IT-related matters. • Work closely with MSI to implement new features, resolve technical issues and ensure system upgrades. • Coordinate with content, operations and marketing teams to address technical requirements and challenges. • Track and report the progress of bug fixes, enhancements and system optimizations. 2. Technical Integration & Publication of Live Events <ul style="list-style-type: none"> • Oversee the technical setup, integration and publication of live events on the OTT platform. • To create live channels, configure live streams and manage encoding workflows. • Ensure seamless ingestion, transcoding and distribution of live events with minimal latency. • Monitor live event stream quality, performance and backup failover mechanisms. • Troubleshoot live streaming issues, encoding failures, or network-related disruptions in real-time. 3. OTT Platform Security, Data Protection & Compliance <ul style="list-style-type: none"> • E n s u r e cybersecurity best practices, access controls and

	<p>encryption standards are followed.</p> <ul style="list-style-type: none"> • Work with MSI to monitor firewalls, VPN security and DDoS mitigation strategies. • Ensure compliance with OTT security policies, industry regulations and data protection laws (e.g., GDPR, IT Act). • Conduct security audits, penetration testing and risk assessments in collaboration with MSI. • Monitor Digital Rights Management (DRM) enforcement, including watermarking, fingerprinting and geo-blocking to prevent piracy. <p>4. OTT Platform Performance Monitoring & Troubleshooting</p> <ul style="list-style-type: none"> • Continuously monitor the performance of CMS, MAM, CIS, Cloud, CDN, and DRM. • Work with MSI to identify and resolve content ingestion errors, metadata discrepancies and streaming issues. • Analyze playback buffering, latency and user experience metrics to optimize performance. • Ensure high availability, uptime and content delivery performance across all devices. • Maintain an incident log, track recurring issues and recommend technical optimizations. <p>5. Cloud & CDN Management</p> <ul style="list-style-type: none"> • Coordinate with MSI to manage cloud-based resources and optimize costs. • Oversee CDN performance, load balancing and caching mechanisms for efficient content delivery. • Ensure multi-region failover, disaster recovery planning and bandwidth optimization. • Monitor network traffic, bandwidth usage and edge server configurations for enhanced streaming. <p>6. Internal IT Support & Documentation</p> <ul style="list-style-type: none"> • Assist internal teams with basic IT support related to CMS, MAM, and analytics dashboards. • Document technical workflows, troubleshooting procedures and security guidelines. • Provide training to Content Managers and Executives on metadata workflows, live event handling and compliance measures. • Stay updated with emerging OTT technologies, security threats and platform improvements.
10. Junior Manager(Distribution)	
No. of Positions	01
Monthly Remuneration	₹ 60,000/-
Qualification	Essential: MBA in Marketing, Business Development, Media Management or equivalent from a recognized University/Institute.
Experience	<ul style="list-style-type: none"> • Atleast 5–8 years of experience in partnership management, telco business development, or platform distribution, preferably within OTT, digital media, or telecom industries.

	<ul style="list-style-type: none"> Proven experience working with telcos, OEMs, DTH operators, or Connected TV platforms.
Age	Below 40 years as on date of notification
Desirable Skills and requirement	<p>Business & Partnership Skills:</p> <ul style="list-style-type: none"> Deep understanding of OTT ecosystem, telco bundling models and platform integrations. Strong negotiation and deal-closing capabilities. Ability to build and maintain long-term strategic relationships with high-level stakeholders. <p>Technical & Analytical Skills:</p> <ul style="list-style-type: none"> Knowledge of OTT platform architecture, SDK/API integrations and app onboarding processes. Familiarity with KPIs like CAC, LTV, MAU, churn and ARPU across various distribution touchpoints. Ability to assess partner performance metrics and drive improvement initiatives.
Nature of Duties	<ol style="list-style-type: none"> Strategic Partnerships & Distribution <ul style="list-style-type: none"> Identify, evaluate, and establish distribution partnerships with: Telcos OEMs (smartphone and TV manufacturers) App Stores Connected TV platforms (Fire TV, Android TV, Samsung TV+, etc.) DTH/IPTV/Smart TV operators Lead partnership discussions including integration models, commercial terms, and promotion strategies. Business Development & Growth <ul style="list-style-type: none"> Drive user acquisition and reach through co-branded campaigns, bundled offers and exclusive content promotions with partners. Develop distribution-led monetization models (subscription bundling, ad-revenue sharing, etc.). Track performance metrics (installs, active users, MAUs) across each partner channel and optimize for results. Contracting & Commercial Management <ul style="list-style-type: none"> Negotiate and finalize MoUs, NDAs, partnership agreements and revenue share models in coordination with legal and finance teams. Ensure compliance with contractual obligations and service level agreements (SLAs) with partners. Manage partner billing, settlements and reconciliations. Coordination with Internal Stakeholders <ul style="list-style-type: none"> Liaise with tech teams for partner platform integration (SDK/API, single sign-on, billing integrations, etc.). Coordinate with the marketing team for joint campaigns and co-branded promotions. Work closely with the content and product teams to ensure optimized user experience across distributed platforms. Market Intelligence & Ecosystem Scanning <ul style="list-style-type: none"> Stay updated with trends in digital distribution, telco bundling strategies and OTT partnerships. Benchmark competitive partnerships across other OTT platforms and recommend innovations for WAVES.

11. Manager(Marketing & Sales)	
No. of Positions	01
Monthly Remuneration	₹ 80,000/-
Qualification	<p>Essential: Bachelor's or Master's degree in Marketing, Business Administration, Media Management or a related field from a recognised University/Institute.</p> <p>Desirable:</p> <ul style="list-style-type: none"> • Certifications in Google Ads, Facebook Blueprint, HubSpot or Digital Marketing Analytics.
Experience	<p>Atleast of 8 years of experience in marketing and sales, with a focus on digital marketing and media, out of which minimum of 5 years of experience in digital marketing, OTT marketing, or media sales.</p> <p>Desirable:</p> <ul style="list-style-type: none"> • Hands-on experience with SEO, SEM, ASO, social media and performance marketing. • Prior experience in OTT platforms, broadcasting, digital media or entertainment industry. • Experience in B2C growth marketing, audience segmentation and personalized campaigns.
Age	Below 45 years as on date of notification
Desirable Skills and requirement	<ul style="list-style-type: none"> • Knowledge of ad monetization models, programmatic advertising and direct ad sales. • Proficiency in Google Analytics, Firebase, Appsflyer, and campaign tracking tools. • Understanding of OTT ad tech stack (Google Ad Manager, SSAI,VAST/VPAID, DSPs, SSPs).
Nature of Duties	<ol style="list-style-type: none"> 1. OTT Marketing Strategy & Brand Positioning <ul style="list-style-type: none"> • Develop and execute a comprehensive marketing strategy to increase platform visibility, engagement and subscriber growth. • Define and implement brand positioning, messaging and promotional campaigns for content launches, tentpole events, and live broadcasts. • Monitor market trends, competitor strategies and audience insights to refine marketing initiatives. • Oversee social media presence, PR campaigns and influencer partnerships for organic reach. 2. Digital Marketing & Performance Optimization <ul style="list-style-type: none"> • Lead paid media campaigns (Google Ads, Meta, YouTube, Programmatic, OTT Ads) to drive traffic and conversions. • Optimize SEO, ASO (App Store Optimization) and content marketing strategies for increased discoverability. • Manage CRM & email marketing automation for personalized user engagement and retention. • Utilize Google Analytics, Appsflyer, Firebase and other analytics tools to track KPIs and optimize campaigns.

	<ul style="list-style-type: none"> • Conduct A/B testing, creative experimentation and user journey analysis to improve marketing ROI. <p>3. Sales & Monetization Strategy</p> <ul style="list-style-type: none"> • Drive ad sales, sponsorships, and brand collaborations to maximize ad-based revenue models. • Work with the finance team to optimize subscription pricing, freemium models, and promotional offers. • Develop strategic partnerships with telecom providers, OEMs, and distribution networks for bundled services. • Manage relationships with advertisers, agencies, and media buying partners for direct ad sales. <p>4. Audience Growth & Retention</p> <ul style="list-style-type: none"> • Implement user acquisition strategies to grow monthly active users (MAUs) and daily active users (DAUs). • Develop loyalty programs, engagement tactics, and referral marketing initiatives. • Work closely with content and operations teams to enhance user experience, content discovery, and recommendation algorithms. • Oversee retargeting campaigns, churn prevention initiatives, and in-app engagement strategies. <p>5. Data-Driven Decision Making & Reporting</p> <ul style="list-style-type: none"> • Define and monitor key marketing and sales metrics (CAC, LTV, ARPU, CTR, Retention Rate, Churn Rate, etc.). • Collaborate with the analytics team to generate insights on content performance, audience behavior, and conversion trends. • Prepare reports on campaign performance, ad revenue, and user growth, presenting findings to senior leadership. <p>6. Coordination with Internal Teams & External Agencies</p> <ul style="list-style-type: none"> • Work closely with the content team to align marketing efforts with content releases. • Collaborate with the technical team to optimize UI/UX, recommendation engines, and user engagement features. • Manage external agencies for creative design, media planning, influencer marketing, and ad sales. • Coordinate with OTT IT Executive to ensure seamless ad tech integration and data security compliance.
12. Junior Manager(Marketing & Sales)	
No. of Positions	02
Monthly Remuneration	₹ 60,000/-
Qualification	<p>Essential: Bachelor's degree in Marketing, Business Administration, Media Management, or a related field from a recognised University/Institute.</p> <p>Desirable:</p> <ul style="list-style-type: none"> • Certifications in Google Ads, Facebook Blueprint, or Digital Marketing Analytics.
Experience	Atleast 5 years of experience in marketing and sales, with a focus on digital marketing and media, out of which minimum 2 years of

	<p>experience in digital marketing, sales, or media-related roles.</p> <p>Desirable:</p> <ul style="list-style-type: none"> • Experience in OTT, digital media, advertising, or entertainment industry.
Age	Below 40 years as on date of notification
Desirable Skills and requirement	<ul style="list-style-type: none"> • Strong understanding of digital marketing, social media marketing and OTT industry trends. • Basic knowledge of SEO, SEM, ASO and performance marketing strategies. • Exposure to OTT monetization models, ad tech platforms and user engagement tactics. • Proficiency in Google Analytics, Facebook Ads Manager, Appsflyer, Firebase. • Familiarity with A/B testing, conversion rate optimization and marketing automation tools. • Basic knowledge of OTT ad tech (SSAI, VAST/VPAID), CRM, and data analytics.
Nature of Duties	<ul style="list-style-type: none"> • Digital Marketing & Campaign Execution • Assist in planning and executing digital marketing campaigns across Google, Meta, YouTube, and other paid media platforms. • Support SEO, ASO (App Store Optimization) and social media strategies to improve platform discoverability. • Coordinate with creative teams to develop engaging marketing assets, promotional videos and social media content. • Monitor marketing KPIs such as CTR, CPC, engagement rate and conversion rates and optimize campaigns accordingly. • Support influencer marketing, PR activities and content promotions for new launches. <p>2. Audience Engagement & User Growth</p> <ul style="list-style-type: none"> • Work on customer acquisition, engagement and retention initiatives to grow MAUs and DAUs. • Assist in email, push notification, and SMS campaigns for personalized user engagement. • Implement A/B testing for thumbnails, CTAs, and landing pages to enhance marketing effectiveness. • Analyze user behavior and recommend strategies to improve user stickiness and reduce churn. <p>3. Sales & Monetization Support</p> <ul style="list-style-type: none"> • Assist in OTT ad sales, sponsorship deals, and brand collaborations. • Coordinate with ad sales teams to track inventory, pricing, and campaign performance. • Research new monetization opportunities, including freemium models, SVOD, AVOD, and partnerships. • Support negotiations with advertisers, media buying agencies, and telecom partners for bundled OTT offerings. <p>4. Data Analytics & Performance Reporting</p>

	<ul style="list-style-type: none"> Analyze data from Google Analytics, Firebase, Appsflyer, and other analytics tools to track marketing performance. Generate reports on campaign effectiveness, audience demographics, and sales revenue. Support decision-making through data-driven insights and competitor benchmarking. <p>5. Coordination with Internal Teams & External Agencies</p> <ul style="list-style-type: none"> Collaborate with the content team to align marketing promotions with content releases. Work closely with the tech team to optimize UI/UX, engagement features, and recommendation engines. Coordinate with external agencies for media planning, performance marketing, and creative development.
13. Finance Planner(Accounts)(CA/CMA qualified)	
No. of Positions	01
Monthly Remuneration	₹ 80,000/-
Qualification	<p>Essential:</p> <ul style="list-style-type: none"> Chartered Accountant (CA) / Cost & Management Accountant (CMA) qualified. <p>Desirable:</p> <ul style="list-style-type: none"> Knowledge of Indian taxation laws, OTT licensing agreements and financial regulations related to digital media.
Experience	<p>At least 8 years of experience in finance and accounting, preferably within the media industry, out of which minimum 5 years of experience in finance, accounting, or revenue management, preferably in media, OTT, or digital advertising industries.</p> <p>Desirable:</p> <ul style="list-style-type: none"> Experience working with ad sales revenue reconciliation, digital monetization and subscription-based financial models
Age	Below 45 years as on date of notification
Desirable Skills and requirement	<p>Financial & Accounting Expertise:</p> <ul style="list-style-type: none"> Strong knowledge of financial management, accounts reconciliation and revenue planning. Expertise in digital ad revenue models (CPM, CPC, programmatic ads, etc.). Hands-on experience with financial software (SAP, Tally, QuickBooks, or ERP systems). Proficiency in financial reporting, tax compliance (GST, TDS), and audit handling. <p>Analytical & Technical Skills:</p> <ul style="list-style-type: none"> Strong ability to analyze revenue data, identify trends and provide financial insights. Experience in ad server revenue reconciliation and digital monetization tracking. Knowledge of OTT subscription revenue models (SVOD, TVOD, Hybrid models).
Nature of Duties	<p>1. Revenue Management & Financial Planning</p> <ul style="list-style-type: none"> Oversee revenue generation, cash flow management and

	<p>financial forecasting for the OTT platform.</p> <ul style="list-style-type: none"> • Monitor ad revenue, subscription revenue and other income sources to ensure financial stability. • Develop financial models to analyze revenue trends, cost structures and profitability. • Ensure budget planning, fund allocation and cost optimization for different platform operations. <p>2. Revenue Collection from Sales Agencies</p> <ul style="list-style-type: none"> • Track revenue inflows from advertising sales agencies, brand partnerships and distribution deals. • Ensure timely invoice generation, payment follow-ups and revenue collection. • Reconcile collections with agencies, media buyers and advertisers for accuracy and compliance. • Maintain accurate financial records for audits, tax filings, and compliance reporting. <p>3. Reconciliation from Ad Servers & Digital Monetization</p> <ul style="list-style-type: none"> • Reconcile ad revenue data from ad servers (Google Ad Manager, Freewheel, or other ad tech platforms) with actual earnings. • Analyze discrepancies in impressions, fill rates and CPM earnings to resolve revenue mismatches. • Work with the sales and tech teams to improve ad revenue performance and reporting. • Ensure proper tracking of AVOD (Ad-based Video on Demand) revenue, SVOD (Subscription), and TVOD (Transactional) earnings. <p>4. Payment Management to Content Providers & Vendors</p> <ul style="list-style-type: none"> • Manage payment cycles, contract-based disbursements and revenue share payments to content providers. • Ensure timely royalty payments, revenue sharing settlements and content licensing fees. • Handle vendor and service provider payments, ensuring all financial obligations are met. • Track financial obligations related to platform maintenance, cloud services, and tech infrastructure. <p>5. Financial Compliance & Audit Management</p> <ul style="list-style-type: none"> • Ensure compliance with GST, TDS, and other applicable tax regulations for digital revenue transactions. • Maintain accurate financial documentation for audits and statutory reporting. • Work closely with external auditors, tax consultants, and regulatory bodies for financial transparency. • Ensure compliance with digital advertising financial policies and OTT revenue-sharing regulations.
14. Executive (Finance & Accounts)	
No. of Positions	01
Monthly Remuneration	₹ 50,000/-
Qualification	Essential:

	<ul style="list-style-type: none"> Bachelor's degree in Accounting, Finance, Commerce, or related field (B.Com/ M.Com/ CA-Inter/ CMA-Inter preferred) from a recognised University/Institute.
Experience	<p>At least 5 years of experience in finance and accounting, preferably within the media or technology industry.</p> <p>Desirable:</p> <ul style="list-style-type: none"> Experience in finance, accounting, or revenue management, preferably in a media, OTT, or advertising industry. Prior experience in ad revenue reconciliation, invoicing, and vendor payments.
Age	Below 40 years as on date of notification.
Desirable Skills and requirement	<p>Financial & Accounting Expertise:</p> <ul style="list-style-type: none"> Basic understanding of accounting principles, financial reconciliation and revenue management. Knowledge of GST, TDS, and digital taxation laws related to media and OTT revenue. Hands-on experience with accounting software (Tally, SAP, QuickBooks, or ERP systems). <p>Analytical & Technical Skills:</p> <ul style="list-style-type: none"> Ability to analyze financial reports and revenue data. Strong attention to detail in tracking transactions and reconciling financial discrepancies. Proficiency in MS Excel (VLOOKUP, Pivot Tables, and Financial Modeling tools).
Nature of Duties	<p>Revenue Tracking & Reconciliation</p> <ul style="list-style-type: none"> Assist in tracking revenue from ad sales, subscription payments, and other income sources. Help reconcile ad server revenue reports (Google Ad Manager, Freewheel, etc.) with actual payments received. Verify and update sales revenue from advertising agencies and distribution partners. Support in preparing financial reports for revenue forecasting and budget planning. <p>2. Invoice Processing & Accounts Payable Management</p> <ul style="list-style-type: none"> Generate and process invoices for sales agencies, advertisers, and content providers. Track pending invoices and follow up on payments from revenue sources. Assist in vendor payments, royalty disbursements, and content licensing fee settlements. Ensure timely payment processing to content providers and service vendors. <p>3. Financial Record Keeping & Compliance</p> <ul style="list-style-type: none"> Maintain accurate financial documentation and ledgers. Support in GST, TDS, and other tax compliance filings. Assist in internal and external audits by providing necessary

	<p>financial data.</p> <ul style="list-style-type: none"> • Ensure compliance with OTT platform revenue-sharing policies and accounting standards. <p>4. Expense Management & Cost Control</p> <ul style="list-style-type: none"> • Assist in tracking operational expenses, cloud service costs, and vendor payments. • Support in budget monitoring to control unnecessary expenses. • Help analyze cost efficiencies and financial performance metrics. <p>5. Coordination with Finance Team & External Agencies</p> <ul style="list-style-type: none"> • Work closely with the Finance Planner and Accounts Officer to support financial operations. • Coordinate with sales agencies, content providers and marketing teams for revenue-related queries. • Assist in preparing monthly financial statements and balance sheets.
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15. The terms and conditions of the engagement are as given under:

- i. The services will be purely on contract 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 1 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.
- 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.
- 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.

16. Those candidates who are eligible and willing to work on above terms & conditions in Prasar Bharati, having requisite qualification indicated above may apply online on Prasar Bharati web link <https://avedan.prasarbharati.org/> within 15 days from the date of publication on Prasar Bharati website along with self attested copies of supporting documents. In case of any difficulty in submission it may be emailed to avedanhelpdesk@gmail.com along with screenshot of error.

(बसंत कुमार सिंह Basant Kumar Singh)
सहायक अभियंता (टी.एम.&एस.ओ.) Assistant Engineer (TM&SO)

To,

Director (PBNS) – with a request to upload this Notice Inviting Application on the Prasar Bharati website upto the date indicated in para 16 above.

Copy to:

(i) DD (Tech), PB Sectt. – with a request to host this Notice Inviting Application on the Prasar Bharati e-office notification.