

प्रसारभारती PRASAR BHARATI
(भारतीयलोकसेवाप्रसारक India's Public Service Broadcaster)
Prasar Bharati Secretariat
PRASAR BHARATI HOUSE, COPERNICUS MARG, NEW DELHI

NOTICE INVITING APPLICATIONS (NIA)

F No. [E-118337] A-10/016/41/2022-TM&SO

Date: 26/07/2022

Subject: NIA for contractual engagement of Sr. Sales & Marketing Executive in Prasar Bharati – reg.

Prasar Bharati invites applications from experienced and dynamic persons for engagement as **Sr. Sales & Marketing Executive** in Prasar Bharati Sales on full time contract basis, based at DD-Kisan, New Delhi.

1. **Category:** Sr. Sales & Marketing Executive

2. **No of Position:** 02

3. **Place of work:** DD-Kisan, New Delhi

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

5. **Consolidated monthly remuneration:** Rs. 60,000/-

6. **Qualification:**

Essential: MBA Marketing or MBA Sales or Pursuing MBA with experience of more than 7 years in the field of Sales/Marketing.

Desirable: MBA in Media Marketing/Sales

7. **Experience:**

Essential: Marketing/Sales Experience for 5 years or more in the field in getting business from the companies.

Desirable:

- a. Marketing/Sales experience in Media (Print/TV/Outdoor/Cinema/digital)
- b. Marketing/Sales experience in getting business from companies engaged in making chemicals, fertilizers, Farm Equipment, E-Commerce of Farm products etc.

8. **Age: Below 35 years on Date of Publication**

9. **Role & Responsibilities of the position:**

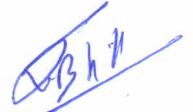
- i. Responsible for targeted sales of DD Kisan and engaging companies to increase the revenue.
- ii. Meeting the government departments and companies in the field of Agriculture, making the sales pitch for FCT sales and Slot sale to these companies
- iii. Working closely with the content team of DD Kisan to devise and pitch programme formats to the clients
- iv. Bring sponsorship for the existing and the future programmes of DD Kisan



10. The terms and conditions of this 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 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.

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 web link <https://applications.prasarbharati.org> within 15 days from the date of publication on PB Website. In case of any difficulty in submission it may be emailed to hrcpbs@prasarbharati.gov.in along with screenshot of error.



(Sunil Bhatt)

Dy. Director (TM&SO)

To,

Head(PBNS) – with a request to upload this circular on the Prasar Bharati website upto the date indicated above.

Copy to:

- (i) DDG(Tech), PB Sectt. – with a request to host this circular on the Prasar Bharati e-office notification.
- (ii) DDG (IT), PB Sectt. – with a request to host this NIA on website of the Prasar Bharati <https://applications.prasarbharati.org/> (To be published under PBS).