

**PRASAR BHARATI
(INDIA'S PUBLIC SERVICE BROADCASTER)
PRASAR BHARATI HOUSE
Copernicus Marg, New Delhi**

No.A-10011/36/2019-PPC

Dated: 12.12.2019

Subject: Recruitment of Head of ABU Media Academy.

The undersigned is directed to forward a copy of letter received from Asian-Pacific Broadcasting Union on the above subject matter.

2. In this regard, DG:AIR and DG:DDn are requested to circulate the matter for wider publicity in the offices under your control.

Encl: As above.


(Alok Kr. Sharma)

Director(Pers.)

Tel: 23118410

Email: ddppc2017@gmail.com

To,

- 1. ADG(Admn.),
DG:AIR,
Akashwani Bhawan,
New Delhi.**
- 2. ADG(Admn.),
DG:Doordarshan,
Mandi House,
New Delhi.**

Copy to:

- i. Shri K.K. Maurya,DDG(E),(SMS Division),DG:AIR,Akashwani Bhawan,New Delhi.
- ii. Shri D.P.Singh,DDG(E), DG:DDn, Tower-A, Mandi House, New Delhi.
- ✓ iii. Director(T), PBS-with a request to upload the letter in PB's Website.



HEAD OF ABU MEDIA ACADEMY Job Description

The Head of ABU Media Academy will lead this ABU capacity building program with specific duties as below:

- Develop the ABU Media Academy strategy, policies and programs in line with the ABU's training objectives to develop Members' capacity in management, content production, news, sports and technology.
- Ensure that all the ABU Media Academy's programs are based on cutting-edge innovation and best practice.
- Design the ABU Media Academy's annual program as a mix of on-line and face-to-face formats for regional, in-country and organisation-specific activities that support the ABU Training Action Plan and ensure that the training priorities of ABU News, Sport, Programming and Technology & Innovation are reflected in it.
- Establish a dedicated ABU Media Academy team and provide leadership for state-of-the art training practices.
- Provide leadership and administrative management to implement the ABU Media Academy strategy.
- Implement the ABU Media Academy's activity programme by coordinating with the ABU secretariat, the ABU members and experts/trainers to design and deliver training modules.
- Oversee the development of the training modules.
- Prepare and distribute schedules of distance learning resources, such as course offerings, classrooms, laboratories and other facilities and special requirements like equipment, etc.
- Prepare and manage ABU Media Academy annual programme budget in cooperation with the ABU's departments.
- Prepare operational budgets for training modules, progress and final reports for the implementation of on-line and face-to-face and collect feedback about implemented training activities.
- Negotiate with training units or instructors and vendors to ensure cost-effective and high-quality e-learning programmes, services, or courses.
- Analyse feedback data to assess the quality and impact of training modules and adapt them to Members' and ABU Department's needs.
- Develop and update a database of trainees and resource persons.

- Develop a blueprint for introducing diploma and degree-level training programmes and certification procedures in Broadcast Media, with a view to including Masters-level programmes in media areas including Masters in Broadcast Media Management Degree.
- Engage reputable universities and other professional institutions to provide certification mechanisms for the above-mentioned training programmes.
- Write and submit grant applications for project proposals to secure funding for distance learning programs.
- Monitor developments in e-learning to further enhance and develop the means for reaching ABU's educational and outreach goals.
- Provide technical or logistical support to users of e-learning classrooms, equipment, websites, or services.
- Create and maintain a dedicated ABU Online Academy website to support the Academy annual programme and communicate technical or marketing information about e-learning via relevant and appropriate channels and means;

Requirement/Qualifications:

- Advanced degree in adult education, distance education or related field.
- Minimum of five years' experience working and supporting media training or/and e-learning programme.
- Proven experience successfully managing and providing leadership for a team
- Proven experience developing innovative programmes across the full range of media training and e-learning.
- Strong interpersonal and communication skills.
- Experience working with Learning Management Systems, particularly Moodle, Blackboard or similar platforms is an advantage.
- Proven record of successful fundraising and building partnerships with relevant stakeholders is an advantage.
- Advanced proficiency in MS Word, Excel, & PowerPoint and knowledge on software tools like MS Visio, Photo and Video Editing applications will be preferred.
- Experience in teaching in adult education is an advantage.