

- b. Managing select existing client relationships and attempt to grow total spend from these clients,
 - c. Developing new clients and attempting to upgrade at least half to regular spending/repeat clients,
 - d. Learn and independently manage internal collaboration with S&P, marketing, programming, traffic etc. to leverage network strengths to deliver revenue upside / higher yields via customized pitches,
 - e. Sell through marketing events in addition to traditional on air sales
- vii. Sales processes:
- a. Updating of routine MIS & sales projections
 - b. Establishing and maintaining market relationships
 - c. Assisting finance with timely market collections

8. Key Skills and Competencies:-

Candidates who are dynamic, confident, with sound knowledge of sales practices and possessing:-

- i. Excellent communication skills with fluency in English. Knowledge & fluency in local language shall be an advantage.
- ii. Excellent soft skills with capability of conducting themselves well in the presence of senior members of the industry.
- iii. Ability to work in a team as well as capacity to self-start and run with the revenue targets.

9. Age: Below the age of 35 years as on the last date of receipt of applications.

10. The terms and conditions of these engagements 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.

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

Girish Sankar
18.05.2023

online on Prasar Bharati weblink <http://applications.prasarbharati.org/> within 15 days from the date of publication in news papers (English & local newspaper) along with self attested copies of supporting documents. In case of any difficulty in submission it may be emailed to hrcpbs@prasarbharati.gov.in along with screenshot of error.


(Girish Kumar)
Dy. Director (TM&SO)

To,

Head(PBNS) – with a request to upload this circular on the Prasar Bharati website upto the date indicated in para 11 above.

Copy to:-

(i) DDG(Tech), PB Sectt. – with a request to host this circular on the Prasar Bharati e-office notification.

(ii) DDG(Sales), Sales – With a request to publish this circular in leading newspaper (One English and One local Newspaper).