

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

NOTICE INVITING APPLICATION

No. [E 132235] A-10/016/55/2022-TM&SO

Date: 24/04/2023

Subject: NIA for engagement of **Marketing Executive** at **Kolkata** on full time contract basis in Prasar Bharati - reg.

Prasar Bharati invites applications from experienced and dynamic persons for engagement as **Marketing Executive** in Prasar Bharati on full time contract basis, based at **Kolkata**.

1. **Category:** Marketing Executive
2. **No of Position:** 1 No.
3. **Place of work:** Sales Division, Kolkata
4. **Duration of engagement:** 2 Years
5. **Consolidated remuneration:** Rs.35,000/- to Rs 42,000/- per month (negotiable).
6. **Eligibility—**
 - (a) **Essential Educational:** MBA/MBA (Marketing) or PG Diploma in Marketing from recognized Management Institute / University.
 - (b) **Essential Experience:** Minimum 1 Year Experience in direct sales. Preference will be given to the candidate having experience in direct selling with media organization.

7. Job Description & Key Responsibilities:-

She/he will be primarily responsible for Direct Sales revenue for DD/AIR for respective Geographic locations. She/he will be constantly engaged in client interface and sales, including Preparation of own pitch and sales materials such as presentations and proposals. Her/ His Responsibilities shall include, inter-alia, the followings:-

- i. Actively seek out new sales opportunities through open market visits, corporate Engagement and networking
- ii. Set up meetings with potential clients.
- iii. Create frequent reviews and reports with sales and financial data.
- iv. Participate on behalf of the organisation in exhibitions or conferences as part of the Sales initiatives.
- v. Collaborate with team to achieve revenue targets
- vi. Revenue:
 - a. Independent responsibility for allocated % of the office sales target,

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- 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:-

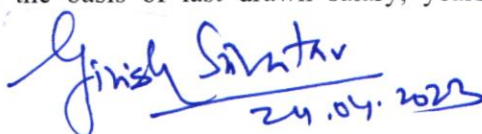
Candidates who are dynamic, confident, with sound knowledge of sales practices and possessing:-

- 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.

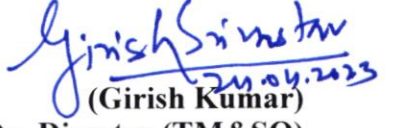
9. Age: Below the age of 35 years as on the last date of receipt of applications.

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.
- 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.


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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 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,

Director (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).