

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. [E134552] A-10/016/28/2022-TM&SO-Part(2)

Date: 14.10.2022

Subject: NIA for contractual engagement of Social Media Delivery Planning & Execution Manager in Prasar Bharati – reg.

Prasar Bharati Doordarshan News invites applications from experienced and dynamic persons for engagement as Social Media Delivery Planning & Execution Manager in Prasar Bharati Doordarshan News on full time contract basis, based at New Delhi.

1. **Category:** Social Media Delivery Planning & Execution Manager
2. **No of Position:** 2
3. **Place of work:** Office of Doordarshan News, Tower-B Doordarshan Bhawan, Copernicus Marg, New Delhi-110001.
4. **Duration of engagement:** Two (02) years
5. **Consolidated remuneration:** Rs. 1,00,000/-
6. **Qualification:**

- Degree from a recognized university/institute.
- Degree/PG Diploma in Journalism from a recognized university/institute.
- Proficiency in Hindi and English
- Hands on experience in Leading and Managing the social media team

Desirable Skills:

- The person should have required skills in Project management, Social Media management, Social media/Digital Marketing, Search Engine Optimization.
 - Should be able to plan and execute various Awareness/Publicity campaigns for the Government schemes, projects, initiatives.
 - Should have the acumen to decide appropriate topics/issues for content creation and promotion.
7. **Experience:** At least 5 years' experience in relevant field
 8. **Nature of Duties:**
 - a. Work as nodal point of contact for Social Media for DD News /DD India
 - b. Supervise all content on all social media platforms of DD News/DD India
 - c. Excellent Language skills to reformulate content so that it can reach out to maximum people.
 - d. Work in close collaboration with the execution team which posts content on the platforms
 - e. Conversant with SEO, seeding of content and digital media strategies to ensure maximum reach



- f. Proficient in Social Media language and executing digital strategies with appropriate hashtags/mentions etc.
g. Performance to be benchmarked against number of followers/subscribers added/virality of content etc.

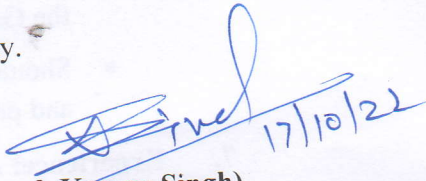
9. **Age: Below 45 years** as on Date of Publishing

10. **The terms and conditions of the 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 can also be assigned additional tasks 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, please e-mail your concern to hrcell413@gmail.com along with screenshot of error.

This issues with the approval of the Competent Authority.


(Veeresh Kumar Singh)
AE (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 (IT), PB Sectt. – with a request to host this NIA on website of the PrasarBharati <https://applications.prasarbharati.org/> (To be published under DD News account on Avedan Portal).