

प्रसार भारती PRASAR BHARATI
(भारतीय लोक सेवा प्रसारक India's Public Service Broadcaster)

CIRCULAR ADVERTISEMENT

Sub:- Engagement of Marketing Executives in Prasar Bharati (Doordarshan Kendra, Patna) Invitation for application regarding.

Prasar Bharati invites young and dynamic Marketing Executives possessing to work in the Sales Team for Prasar Bharati (**Doordarshan Kendra, Patna**) on full time contract basis at this station

2. Qualification and Experience: The qualifications other conditions are prescribed hereunder:

- (A) **Marketing Executive:** MBA (Marketing) or PG Diploma in marketing from recognized Management Institute / University. Minimum 1 Year Experience in direct selling with media organisation preference. Consolidated fixed monthly remuneration Rs.30000.00 only including local conveyance and phone charges etc.
- (B) **Marketing Executive Grade - I:** MBA (Marketing) or PG Diploma in marketing from recognized Management Institute / University. Minimum 4 Year Experience in direct selling with media organisation preference. Consolidated fixed monthly remuneration Rs.42000.00 only including local conveyance and phone charges etc.
- (C) **Age limit:** - Candidates should not be above the age of 35 years as on the last date of receipt of applications, which may be relaxed by Prasar Bharati in deserving cases.

3. 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
 - b. managing select existing client relationships and attempt to grow total spends 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.

4. **Key Skills and Competencies:-**

Sl. No.	Name of Station	DDK	SMC (AIR)
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Candidates who are dynamic, confident, with sound knowledge of sales practices and possessing:-

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

5. The engagement shall be governed by the following terms and conditions:-

- (i) The services will be on purely contract basis. The persons engaged shall have no claim whatsoever, either implicit or explicit, for his/ her absorption or regularization in Prasar Bharati.
- (ii) The person engaged on full time contract basis shall not be allowed to take up any other assignment during the period of their contractual engagement.
- (iii) Persons engaged on contract basis can be assigned additional task apart from the specific tasks for which they have been engaged.
- (iv) Period of engagement shall be for one year, extendable, based on the requirement of the organization and performance review.
- (v) The engagement can be discontinued/ terminated by either side, by giving one month's notice, or one month's salary in lieu thereof, without assigning any reason.
- (vi) No claim of pensioner 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 Travelling Allowance etc. will be paid for attending the test/ interview.

6. Candidates who are eligible, fulfil the above conditions and are willing to work on above terms in may send their applications, latest by **06/08/2019**, in the prescribed proforma at **Annexure - B** along with supporting documents to Head of Office **Doordarshan Kendra, Chajjubagh, Patna-800001**. Application may also be sent by email at directorddkpatna@gmail.com

Incomplete applications, or received after the due date shall be summarily rejected and no correspondence whatsoever regarding their candidature shall be entertained.

Head of Programme

		Marketing Executive	Marketing Executive Gr-I	Marketing Executive	Marketing Executive Gr-I
1.	Ahmedabad	1	1	1	1
2.	Bengaluru	1	1	1	1
3.	Bhopal	2	0	2	0
4.	Bhubaneswar	2	0	0	0
5.	Chennai	1	1	1	1
6.	Guwahati	2	0	0	0
7.	Hyderabad	1	1	1	1
8.	Jaipur	1	1	2	0
9.	Jalandhar	1	1	0	0
10.	Kolkata	1	1	1	1
11.	Lucknow	1	1	0	0
12.	Mumbai	1	1	1	1
13.	Patna	2	0	2	0
14.	Srinagar	2	0	2	0
15.	Trivandrum	1	1	1	1
16.	Vijayawada	2	0	0	0
17.	Chandigarh	0	0	2	0
18.	Cuttack	0	0	2	0
19.	Kanpur	0	0	1	1
	Total	22	10	20	08

Annexure - A

List of Marketing Executive and Marketing Executive Gr- I for DDK and SMC

ANNEXURE B

**APPLICATION PROFORMA FOR ENGAGEMENT OF MARKETING EXECUTIVES IN PRASAR BHARATI AS
PER CIRCULAR ADVERTISEMENT No. ----- DATED -----**

1.	Name of the position applied for	:		PASTE COLOUR PASSPORT SIZE PHOTO GRAPH HERE		
2	Name of the Applicant in full (in Block letters)	:				
3.	Date of Birth/Age as on 31/07/2019	:				
4.	Father's/Husband's Name	:				
5.	Address for Correspondence	:				
6.	Landline No.	:				
7.	Mobile No.	:				
8.	Email ID	:				
9.	Educational Qualification (from Matriculation onwards) supporting documents to be attached. Please attach additional sheet if space below is insufficient:					
	Name of University/ Institute/Board	Year of passing	Grade/ Division/ CGPA	Additional information, if any		
10.	Other Professional Qualification, if any	:				
11.	Experience (Please attach separate sheet if space below is insufficient):-					
	Name of the Organization	Post held/ Designation	From	To	Gross Remuneration (in Rs.)	Nature of Duties/Special Achievements

12.	Weather proficient in using computer applications such as MS Office, Email & Internet	:	YES / NO		
13.	Any other relevant information/documents attached, if any, in support of your suitability for the said engagement. Attach a separate sheet, if necessary.	:			

DECLARATION

I solemnly declare that the above particulars are true and correct to the best of my knowledge and belief, no part of it is false and nothing material has been concealed therefrom. I also understand that my candidature to the post applied for / contractual engagement is liable to be cancelled/ terminated, if at any stage it is found that any of the above information is false or incorrect or misleading.

Place : _____

Date : _____

(Signature of the Applicant)
