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प्रसार भारती PRASAR BHARATI

(भारत का लोक सेवा प्रसारक India's Public Service Broadcaster)

प्रसार भारती सचिवालय Prasar Bharati Secretariat

PRASAR BHARATI HOUSE, COPERNICUS MARG, NEW DELHI

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NOTICE INVITING APPLICATIONS (NIA) – (Republished)

F No. [E-146881] A-10/016/75/2022-TM&SO **Dated: 06.01.2026**

Subject: NIA for contractual engagement of Marketing Executive at various CBS/DDK/Akashvani-reg.

Prasar Bharati invites applications from experienced and dynamic persons (**Indian Nationals Only**) for engagement as Marketing Executive on full time contract basis, based at various CBS/DDK/Akashvani as per Annexure.

1	Category	Marketing Executive
2	No. of Positions	14 (7-DDK, 6- CBS,1 -Akashvani) as per Annexure
3	Place of Work	DDK/CBS/Akashvani (as per Annexure)
4	Duration of Engagement	Two years
5	Consolidated remuneration	₹ 35,000/- to ₹ 50,000/- per month (Negotiable) for Chennai, Hyderabad, Mumbai & Kolkata ₹ 35,000/- to ₹ 42,000/- per month (Negotiable) for other cities
6	Eligibility	**(a) Essential Qualification** MBA/ MBA (Marketing) or PG Diploma in Management/ Marketing from recognized Management Institute/ University. **(b) Essential Experience** Minimum one year experience. Preference will be given to candidates having experience in direct selling with media organizations
7	Age	Below 35 years as on date of notification.

8. The person engaged will be primarily responsible for Direct Sales revenue for DD/AIR for respective Geographic locations. They will be constantly engaged in client interface and sales, including Preparation of own pitch and sales materials such as presentations and proposals. The 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

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vi. Revenue:

a. Independent responsibility for allocated % of the office sales target,

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

9. **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.

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 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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ix. Prasar Bharati reserves the right to increase or decrease the number of positions depending on requirement of the organization.

x. Candidates are requested to upload complete and clear copy of all requested documents. Else their candidature shall be rejected without any intimation.

xi. Age / Experience / Education shall be considered till the date of issue of this NIA (inclusive).

xii. Only shortlisted candidates will be contacted via email. Candidates are requested to keep checking inbox / spam / junk folders for any communication from 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 weblink https://avedan.prasarbharati.org within 15 days from the date of publication on PB website. Application(s) received through any other mode will not be considered.** In case of any difficulty in submission, please e-mail your concern to **avedanhelpdesk@gmail.com** along with screenshot of error.

This issues with the approval of the Competent Authority.

06.01.2026

(संजय कुमार सक्सेना Sanjay Kumar Saxena)
सहायक निदेशक (टी.एम.&एस.ओ.)Assistant Director (TM&SO)

To,

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

Copy to:-

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

ii. DDG (Sales), PB – with a request to coordinate with concerned Division to publish the NIA in Newspaper & other media.

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Annexure

S No.	CBS / DDK/ Akashvani	Total positions
1	DDK Bhubaneshwar	01
2	DDK Vijayawada	01
3	DDK Chennai	01
4	DDK Thiruvananthapuram	01
5	DDK Raipur	01
6	DDK Jalandhar	01
7	DDK Ranchi	01
8	Akashvani Kodaikanal	01
9	CBS Cuttack	01
10	CBS Patna	01
11	CBS Hyderabad	01
12	CBS Mumbai	01
13	CBS Bhopal	01
14	CBS Kolkata	01
Total Positions		**14**

Saxena
06.01.2026