Advt NO- NIA/2026/10/Sales

प्रसार भारती PRASAR BHARATI

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

PRASAR BHARATI SECRETARIAT

PRASAR BHARATI HOUSE, COPERNICUS MARG, NEW DELHI

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NOTICE INVITING APPLICATIONS (NIA)

No. [E-340102] A-10/016/28/2026-TM&SO Dated: 07.09.2026

Subject: NIA for contractual engagement of 'Marketing Executive' in Prasar Bharati at various locations across India on full time contract basis- reg.

Prasar Bharati invites applications from experienced and dynamic persons for engagement as 'Marketing Executive' Sales Division, Prasar Bharati on full time contract basis-

1. Category: Marketing Executive
2. No of Position: 20
3. Place of work: As per Annexure
4. Duration of engagement: Two years
5. Age: Below 35 years as on date of notification.
6. Consolidated remuneration: Rs. 35000/- to Rs. 42000/- Per month
   (Rs. 35000/- to Rs. 50000/- per month for Metro Cities)
7. Qualification:

   i. MBA/MBA (Marketing)/PG Diploma (Management/Marketing) from recognized Management Institute / University.
   ii. Minimum one year experience in direct Sales. Preference will be given to the candidate having experience in Media Sales.

8.1 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.
   vi. Revenue:
      a. Independent responsibility for allocated % of the office sales target,

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07.9.2026

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 Akashvani/DD sales

vii. Sales processes:
a. Updating of routine MIS & sales projections
b. Establishing and maintaining market relationships
c. Assisting finance with timely market collections

8.2 **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. 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) The number of positions may be reduced or increased at the time of final selection at the sole discretion of Prasad Bharati.
(ix) Candidates are requested to upload complete and clear copy of all requisite documents, else their candidature shall be rejected without any intimation.

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07.9.2026

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

(xi) Only shortlisted candidates will be contacted via email. Candidates are advised to keep checking inbox/spam/junk folders for any communication from Prasar Bharati.

10. 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://avedan.prasarbharati.org within 15 days from the date of publication on Newspaper (one in English and other in regional language).** In case of any difficulty in submission, please e-mail your concern to **avedanhelpdesk@gmail.com** along with screenshot of error.

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07.9.2026

(बसंत कुमार सिंह Basant Kumar Singh)

सहायक अभियंता (टी.एम.&एस.ओ.) Asstt. Engineer (TM&SO)

To,

Director (PBNS) – with a request to upload this circular on the Prasar Bharati website upto the date indicated in para 10 above.

Copy to:

(i) DDG (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 Newspapers and Publicity on local DD and Akashvani channel, Social media platforms.

Annexure

Requirement of Marketing Executives

No.	Name of the Station	No of positions
1	Akashvani Vijayawada	1
2	Akashvani Raipur	1
3	Akashvani Rajkot	1
4	Akashvani Ranchi	1
5	Akashvani Kochi	1
6	Akashvani Leh	1
7	Akashvani Nagpur	1
8	Akashvani Jalandhar	1
9	Akashvani Lucknow	1
10	Akashvani Varanasi	1
11	DD Dehradun	1
12	DD Kolkata	1
13	Sales Division Bengaluru + DDK Bengaluru	2+1
14	Sales Division Mumbai + DDK Mumbai	2+1
15	Akashvani Panaji	1
16	Akashvani Tiruchirapalli	1
	Total	**20**

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07.9.2026