

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

Notice Inviting Application

No.A-10/016/14/2019-GA

23.04.2019

Sub:- Invitation of Applications for engagement of Digital Asset Manager (1), Social Media Manager (1), Digital Video Editor (2) and Digital Senior Sub-Editor (2) for PBNS & Digital Platform in Prasar Bharati – reg.

Prasar Bharati intends to engage young and dynamic Professionals for relevant roles possessing the requisite qualification/ competency/ experience on full-time contract basis for the following four positions:-

(1) Digital Asset Manager (Position-1, Consolidated remuneration Rs.75,000/-pm)

Qualification -

- Post Graduate from a recognized institute

Experience -

- 5-7 years of team handling experience
- Extensive experience of Portal Development and Maintenance
- App Development Experience
- Search Engine Optimization Skills
- Social Media optimization, Branding and Promotion skills
- Online Advertisement management Experience
- Digital Promotion Expertise

Desirable -

- Branding Experience
- Proactive New User acquisition (Digitally) skills
- Know-how of User Retention methods

(2) Social Media Manager (Position-1, Consolidated remuneration Rs. 50,000/-pm)

Qualification -

- Graduation from a recognized institute

Experience -

- 3-4 years of social media work experience
- Content management
- Excellent Knowledge of YouTube Studio (All Tools)
- Excellent Knowledge of Facebook Studio
- Knowledge of Live Facebook/ YouTube
- Design, build and maintain the social presence
- Understanding of SEO guidelines (On Page and Off Page)

- Creation and management of the PPC campaigns (Google Ads/ Google AdWords)
- Strategize, measure and report the results from digital campaigns
- Campaign optimization and keyword Analysis of digital campaigns
- Well versed with Google Ads and Facebook ads Manager
- Create brand image and awareness among the target audiences through social media , organic traffic and online ads

Desirable -

- Basic Graphic skills

(3) Digital Video Editor (Position-2, Consolidated remuneration Rs.35,000/-pm)

Qualification -

- Graduation from a recognized institute

Experience -

- 2-3 years Experience
- Excellent Knowledge of Video Editing
- Basic workings of Graphic Designing
- Expertise of following tools
 - * FCP 7,
 - * Adobe premiere 2017 and other Adobe package,
 - * Motion,
 - * MS Office,
 - * Live Type
- Expertise in converting Imagination into video form

Desirable

- Experience to Work Under Pressure
- Ability to communicate effectively with Managers

(4) Digital Senior Sub-Editor (Position-2, Consolidated remuneration Rs.35,000/-pm)

Qualification -

- Bachelor in Journalism & Mass Communication from a recognized institute

Experience -

- 2-3 year work experience
- Experience of writing content for web portal (Bilingual)
- Experience of making news package
- Knowledge of content research
- Experience of managing interviews and doing vox pop
- Understanding of SEO guidelines
- Knowledge of tagging and creating story for digital platform
- knowledge of Pre production work


Desirable -

- Experience of outdoor shooting and anchoring/public reaction
- Experience as a Voice Over artist
- Excellent knowledge of Social Media
- Knowledge of Live Facebook/ YouTube
- Create and maintain the social presence

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 engaged on full time basis 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 be one year extendable based 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.

Those candidates who are eligible and willing to work on above terms in Prasar Bharati, having requisite qualification and experience indicated above may send their applications in the prescribed proforma at **Annexure** along with supporting documents latest by **02.05.2019** to Dy. Director (GA-II), Prasar Bharati Secretariat, Prasar Bharati House, Tower 'C', Copernicus Marg, New Delhi-110001. Application may also be sent by email at alokddpbrb@gmail.com or so.ga2.pbs@gmail.com. and CC to pbns.head@gmail.com.


(Alok Kumar Sharma)
Dy Director (PBRB)
011-23110419

To,

✓ Dy. Director General (Tech.), Prasar Bharati Sectt. – with a request to host this circular on the Prasar Bharati website upto the date indicated in para 4 above.

Copy to:-

Notice Board, Prasar Bharati Sectt, DG:DD, DG:AIR, DG:DD News & DG:NSD,
AIR