

PRASAR BHARATI  
(BROADCASTING CORPORATION OF INDIA)  
DOORDARSHAN KENDRA : JAIPUR

**No.DDK/JAI/DTC/3(C)2011**

**DATE 25/08/2011**

**ADVERTISEMENT**

**Subject:** Filling up of the posts of marketing manager, Assistant Marketing Manager and Secretarial support staff marketing Unit at Doordarshan Kendra, Jaipur on deputation basis etc.

Doordarshan Kendra, Jaipur under the Prasar Bharati (Broadcasting Corporation of India) invites application from eligible/suitable candidates to filling up the posts of Marketing Manager, Assistant Marketing Manager, and UDC (Secretarial support staff) for the Marketing Unit at Doordarshan Kendra, Jaipur either by the existing staff members who are willing to join the team and who are having necessary aptitude and flare for the job or on deputation/short-term contract basis from Central Government or other State Government Departments/PSUs in the prescribed proforma (Annexure-A). The departmental candidates selected for working in the marketing Unit will be working as own posts and the ex-cadre candidates will be adjusted against the existing posts as a temporary major until further orders. The initial period of deputation for ex-cadre candidates will be of three years and all other terms and conditions will be regulated as per the extant guidelines issued by the Department of Personnel and training, Govt. of India, New Delhi. The details of eligibility criteria will be as follows:-

**1. Unit Head**

No. of Post	O1 (One)	
Pay Band and Grade Pay	9300-34800+5400 or 15600-39100+5400	
Age	Below 50 years as on the last date or receipt of the application	
Qualification	Essential	Post Graduate from recognized university in any discipline
	Desirable	MBA or Degree or Diploma in Business Management or Mass Communication or Equivalent
	Preferable	Knowledge of Computer application and Communication Skill
Duties and responsibility attached to the post	Will be head of the marketing team and responsible for marketing of air time of both All India radio and Doordarshan in the entire State and also be required to service such clients located in the region who are in need of national or inter-regional exposure. For this purpose they will co-ordinate with other marketing Division/Units for drawing and executing the media plan. The marketing teams will be given targets at the beginning of each	

	<p>financial year which will be monitored periodically. Apart from air-time marketing, the teams will also be given responsibility and targets for marketing and sale of archival products.</p> <p>He will also be marketing the air time in close collaboration with the head of respective kendras/Stations of AIR and DDn so as to ensure that clients are not approached by multiple offices with contradictory offers.</p>
--	---

Continue—2

::2::

Experience	<p>1. For departmental candidates-Minimum three years experience as Assistant Station Director or Assistant Station Engineer in Doordarshan or All India Radio.</p> <p>2. For ex-cadre candidates heading/supervising the team of marketing and Business Administration</p>
------------	---

## 2. Marketing Manager

No. of Post	O2 (Two)	
Pay Band and Grade Pay	9300-34800+4800	
Age	Below 50 years as on the last date of receipt of the application	
Qualification	Essential :	Graduate from recognized university in any discipline
	Desirable :	MBA or Degree or Diploma in Business Management or Mass Communication or Equivalent
	Preferable	Knowledge of Computer application and Communication Skill
Duties and responsibility attached to the post	Will be a part of marketing team and responsible for marketing of air time of both All India radio and Doordarshan in the entire State and also be required to service such clients located in the region who are in need of national or inter-regional exposure. For this purpose they will co-ordinate with other marketing Division/Units for drawing and executing the media plan. The marketing teams will be given targets at the beginning of each financial year which will be monitored periodically. Apart from air-time marketing, the teams will also be given responsibility and targets for marketing and sale of archival products.	
Experience	<p>1. For Departmental candidates-Minimum three years experience as Programme Executive or as Assistant Engineer in Doordarshan or All India Radio.</p> <p>2. For ex-cadre candidates dealing with either marketing or Business Administration</p>	

## 3. Assistant Marketing Manager

No. of Post	O2 (Two)	
Pay Band and Grade Pay	9300-34800+4200 or 4600	
Age	Below 50 years as on the last date or receipt of the application	
Qualification	Essential :	Graduate from recognized university in any discipline
	Desirable :	MBA or Degree of Diploma in Business Management or Mass Communication or Equivalent
	Preferable	Knowledge of Computer application and Communication Skill

Continue—3

::3::

Duties and responsibility attached to the post	Will be a part of marketing team and responsible for marketing of air time of both All India radio and Doordarshan in the entire State and also be required to service such clients located in the region who are in need of national or inter-regional exposure. For this purpose they will co-ordinate with other marketing Division/Units for drawing and executing the media plan. The marketing teams will be given targets at the beginning of each financial year which will be monitored periodically. Apart from air-time marketing, the teams will also be given responsibility and targets for marketing and sale of archival products.
Experience	1. For Departmental candidates-Minimum three years experience as Transmission Executive or as Engineering Assistant in Doordarshan or All India Radio.  2. For ex-cadre candidates dealing with either marketing or Business Administration

#### **4. Upper Division Clerk (Secretarial Staff)**

No. of Post	O1 (One)	
Pay Band and Grade Pay	5200-20200+2400 or 2800 or 4200	
Age	Below 50 years as on the last date or receipt of the application	
Qualification	Essential :	Graduate from recognized university in any discipline
	Desirable :	Diploma in Business

		Management or Mass Communication or equivalent
	Preferable	Knowledge of Computer application
Duties and responsibility attached to the post	Will be a part of Marketing team to deal with all kinds of accounts and secretarial matters.	
Experience	1. For Departmental candidates-Minimum three years experience as UDC in Doordarshan or All India Radio. 2. For ex-cadre candidates dealing with accounts and secretarial matters.	

Continue—4

::4::

### **General Instructions :-**

- (i) The mode of Selection will be interview by the Constituted Committee by the department.
- (ii) The concept of incentive scheme will be introduced and its applicability based in the individual's performance.

### **How to apply**

- (a) Application shall be filled by the candidate in his own handwriting preferable in black or blue ink only in Hindi or English.
- (b) Due care shall be taken by the candidate to fill up the application form correctly. No column should be left blank. Incomplete or defective applications shall be

summarily rejected. No representation or correspondence regarding such rejection shall be entertained under any circumstances.

- (c) Candidates are warned that they should not furnish any particulars that are false or suppress any material information while filling in the application form. Candidates are also warned that they should in no case attempt to alter or otherwise temper with any entry in a document or the attested certified copy submitted by them nor should they submit a tempered/fabricated document. If there is any inaccuracy or any discrepancy.
- (d) Application must be submitted within the stipulated time.
- (e) The applications will be accepted only through proper channel with NOC to the effect that in the event of final selection he or she will be relieved forthwith without any substitute.
- (f) **Last date 30 September, 2011**

Submission of application should be superscribed in bold letters as APPLICATION FOR THE POST OF ----- and shall be addressed to the.

**The Director,  
Doordarshan Kendra  
Jhalana Doongri,  
Jaipur- 302 004**