

**PRASAR BHARATI**  
**[BROADCASTING CORPORATION OF INDIA]**  
**DOORDARSHAN KENDRA: RANCHI**

No.DDK/RAN-24[4]/2011-G[Mktg]

Dated: 12/10/2011

**CIRCULAR**

**Subject: Filling up of the posts of Marketing Manager, Assistant Marketing Manager and Secretarial Support Staff Marketing Unit at Doordarshan Kendra, Ranchi on deputation basis etc.**

Doordarshan Kendra, Ranchi under the Prasar Bharati [Broadcasting Corporation of India] invites application from eligible/suitable candidates to filling up the posts Marketing Manager, Assistant Marketing Manager and UDC [Secretarial Support Staff] for the Marketing Unit at Doordarshan Kendra, Ranchi either by the existing staff members who are willing to the 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 unit further order. The initial period of deputation for ex-cadre candidates will be of three years and all other terms and condition 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 posts	01 [one]	
Pay Band and Grade Pay	9300-34800+5400 or 15600-39100+5400	
Age	Below 50 years as on the last date of 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 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.	

	He will also be marketing the air time in close collaboration with the heads of respective Kendras/Stations of AIR and DDn so as to ensure that clients are not approached by multiple offices with contradictory offers.
Experience	<ol style="list-style-type: none"> <li>1. For Departmental candidates-Minimum three year experience as Assistant Station Director or Assistant Station Engineer in Doordarshan or All India Radio.</li> <li>2. For ex-cadre candidates heading/supervising the team of marketing and Business Administration.</li> </ol>

**1. Marketing Manager: -**

No. of Posts	02 [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 of 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 require 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 executive 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	<ol style="list-style-type: none"> <li>1. For Departmental candidates-Minimum three year experience as Programme Executive or as Assistant Engineer in Doordarshan or All India Radio.</li> <li>2. For ex-cadre candidates dealing with either marketing or Business Administration.</li> </ol>	

**2. Assistant Marketing Manager: -**

No. of Posts	02 [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 of 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 require 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 executive 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	<ol style="list-style-type: none"><li>1. For Departmental candidates-Minimum three year experience as Transmission Executive or as Engineering Assistant in Doordarshan or All India Radio.</li><li>3. For ex-cadre candidates dealing with either marketing or Business Administration.</li></ol>	

**4. Upper Division Clerk [Secretarial Staff]: -**

No. of Posts	01 [One]	
Pay Band and Grade Pay	5200-20200+2400 or 2800 or 4200	
Age	Below 50 years as on the last date of 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	<ol style="list-style-type: none"> <li>1. For Departmental candidates-Minimum three years experience as UDC in Doordarshan or All India Radio.</li> <li>2. For ex-cadre candidates dealing with accounts and secretarial matters.</li> </ol>

**General Instruction: -**

- [i] The mode of Selection will be Interview by the Constitute 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 candidates 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 from correctly. No column should be left blank. Incomplete or defective applications shall be summarily rejected 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 application will be accepted only through proper channel with NOC to the effect that in the event of final selection he or she will be relived forthwith without any substitute.
- [f] The circular is also available on our website [www.ddkranchi.com](http://www.ddkranchi.com)
- [g] The last date of submission of application will be 18/11/2011
- [h] The envelop containing the application should be super - scribed in bold letters as APPLICATION FOR THE POST OF ..... And shall be addressed to "The Director, Doordarshan Kendra, Ratu Road, Ranchi – 834 001"

**APPLICATION FORM**

Recent  
passport  
size colour  
photo

1.	Name and Address : [In Block Letters]					
2.	Date of Birth [In Christian era] :					
3.	Education and Qualification :-					
	Essential :					
	Desirable :					
	Preferable :					
4.	Other Qualification, If any :					
5.	Experience :					
6.	Please state clearly whether in the light of entries made : by you above, you meet the requirement of the post.					
7.	Details of Employment in, chronological order. Enclose separate sheet duly authenticated by your signature, if the space below is insufficient.					
	Office Institution	Post held	From	To	Scale of pay and basic pay/GP	Nature of duties [in details]
8.	Nature of present employment i.e. As-hoc or Temporary or Quasi-Permanent or Permanent					
9.	In case the present employment is held on deputation/contract basis, please state:- [a] The date of initial Appointment [b] Period of appointment on deputation/contract					

	[c] Name of the parent office/organization to which you belong	
10.	Additional details about present employment	
	Please state whether working under [indicate the name of your employer against the relevant column]:- [a] Center Govt. [b] State Govt. [c] Autonomous Organization [d] Government Undertaking [e] Universities [f] Other	
11.	Whether belongs to SC/ST	
12.	Remarking [the candidates may indicate information with regard to [i] Research publications and reports and special project. [ii] Awards/Scholarship Official Appreciation [iii] Affiliation with the professional Bodies/ institutions/ societies and [iv] Any other information. [Enclosed a separate sheet if the space is insufficient]	

I have carefully gone through the vacancy circular/ advertisement and I am well aware that the Curriculum Vitae duly supported by documents submitted by me will also be assessed by the Selection Committee at the time of Selection for the Post.

Date .....

Signature of the candidate

Countersigned

.....

[Employer with seal]