

Babasaheb Bhimrao Ambedkar University

(A Central University)

Vidya Vihar, Raebareli Road, Lucknow.226025

UNIVERSITY PLACEMENT CELL (UPC)

CAMPUS PLACEMENT

As discussed with HR Team-North & East, Radio Mirchi Entertainment Network India Limited, Film City Noida , interested students are advised to attend interview for the job mentioned on next page as per the date and timing mentioned in the letter. Old students are also allowed to attend the interview.

Date of interview: 6th June 17, Tuesday

Venue: Radio Mirchi, Entertainment Network(India) Ltd.,6th Floor, Shalimar Tower, Vibhuti Khand, Gomti Nagar, Lucknow - 226010

Timing: 12:00 PM.

N.B: Students are advised to carry their CV's along with them.

**** Please let me know in case of any query.**

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11/05/17

(Signature)
Coordinator of
University Placement Cell
BBAU, Lucknow
(Dr. M.S.Khan)
Coordinator-UPC
BBAU,Lucknow

Job Description:

Company Name: Radio Mirchi, Entertainment Network India Limited

Department: Programming

Designation: Radio Jockey

Role Description:

Primary Responsibilities:

☑ Conducting shows – This entails the person to make a broad format of the show including its plan, content etc.

Other Responsibilities:

☑ Responsible to plan, monitor and make scripts for the shows in line with the editorial guidelines and brand proposition

☑ Identify, coordinate and invite guests and celebrities

☑ Do voice overs for commercials, promos, station IDs, and all other programming constituents

☑ Make promos / commercials etc. under the supervision of the programming supervisor and / or the promo producer as and when required

☑ Generate ideas for special events or specific days

☑ Generate ideas for contests and other monetizable opportunities

☑ Train new RJs to ideate and plan the shows and guide them to carry out shows.

☑ Script copies for commercials, promos, station IDs etc. when required

☑ Conduct content research / interviews / sound bytes for shows other than his / her own

☑ Attend to IVRS / Call screening during off-air time (during other people's shows)

☑ Regularly track, monitor and analyse competing radio channels for music trends, content, show format, specials etc, identify competition's weaknesses and strengths, compare with own shows and initiate improvements

☑ Develop special effects and hot keys for use in own programs / use of other radio jockeys

☑ All other tasks that may be assigned from time to time by the PS / Producer

☑ Contribute to interview questionnaires / content of shows

Organisational Relationships:

☑ Reports to Programming Supervisor of the Station. If breakfast / evening drive time jockey, also report to Exec Producer

☑ The position expects the person to work with considerable amount of independence and take decision regarding the target achievement.

Contacts:

➤ Internal persons

☑ The position requires the person to coordinate regularly with

☑ The show producers.

☑ The First Impressions Executive regarding contest details and contest winners

☑ The sound engineers and promo producers for sound bytes and promos

☑ Coordinate with the Creative Infotainment Desk (in Metros) or with PS for content, happenings, plugs, and trivia

- ☐ Programming Supervisor or Exec Producer for all reporting / improvements of show etc
- ☐ Other RJs for IVRs / Call screening, content research, competition activity in their day parts etc
 - External persons
- ☐ The position requires the person to contact guests, celebrities, art/theatre persons for interviews / sound bytes and also to know the latest happenings from them.

Knowledge of Equipments To Be Used:

- The person should be able to use with proficiency:
 - ☐ RCS (Radio Computing System) for shows and
 - ☐ VEGAS for recording interviews/sound bytes etc.
 - ☐ Basic computer applications for writing scripts, doing paper work & corresponding.
 - ☐ IVRS

Must Haves:

- ☐ The person needs to be very well read in a variety of areas and has to keep up with the latest events in the city and also about the country
- ☐ Excellent communication skills
- ☐ Good inter personal skills
- ☐ Knowledge of local language is mandatory