

Addendum - Chief Executive Officer for Educational Channel

This is addendum to the advertisement for the post of Chief Executive Officer for Educational Channel posted on 28.05.22

This is with reference to the advertisement for the post of Chief Executive Officer for Educational Channel, posted on 28.05.22. Due to administrative reasons, the following addendum is issued. The following may be substituted for prior experience and educational qualification:

1. Prior Experience:

The candidate must have 5- 8 years of experience in Educational video programme production and management/TV Channel programme production and management in government or private sector.

2. Educational Qualification:

Should have a degree in visual communication/ journalism & mass communication/mass communication/developmental communication/communication/electronic media/educational technology media production/media & communication.

Last Date to apply: June 28, 2022

Apply Here: <https://forms.gle/KPvFRsK5JHwf9gd68>

Chief Executive Officer for Educational Channel

State Council of Educational Research & Training (SCERT), under the School Education Department is managing Kalvi TV for the last three years by providing remote learning opportunities to lakhs of students studying in Govt. schools. During the pandemic it served as the single point medium that reached out to lakhs of children to support them in learning. Currently the channel is featuring lecture sessions on different subjects. Special coaching lessons for higher grades are also being carried out. The channel reaches out through cable networks but there is also a you tube channel of Kalvi TV which can be accessed through internet. Kalvi TV has also launched the Kalvi TV Mobile App and social media handles.

The department is undertaking an exercise to re-brand Kalvi TV and its approach to education towards making it more relevant, useful and importantly appealing for children, adolescents, young people, teachers and parents. Also, in the context of multiple entertainment channels catering to children and young people, it becomes very important that students and teachers connect with KALVI TV not only with the primary aim of wanting to learn but also with a sense of pride and ownership that it is “their very own channel”.

The channel is now looking for a dynamic CEO with at least 5-8 years' experience in a lead role.

S/He is expected to have the following qualification

Prior Experience:

- Minimum 5 - 8 Years in Educational Program production and Management in Government or Private sector.

Educational Qualification:

- Degree in Electronic Media/Visual communication/Educational Technology Mediaproducton

Additional Qualification:

- Knowledge of written and spoken Tamil.
- Excellent communication skills.
- Computer proficiency with sufficient knowledge in MS Office / G Suit
- Formulating the vision and overall programming strategy for the channel
- Bringing in the right mix of strategic and creative approach
- Leading and managing a cross-functional team of professionals
- Strong understanding of the media planning process, media business strategy, advertising business development.
- Willing to travel to different geographical locations as needed by the role
- Should be well-versed in all aspects of running a channel.
- Having experience of EduTech Video Production Management (OR) TV channel distribution with Cable operators, MSOs and DTHs platforms along with sales side

Strong Management Skills:

- Effective communication, Collaboration / Partnership, Organizational Development, and Planning.

Please indicate your experience and salary expected. Salary negotiable. After sending of application eligible candidates would be called for interview