

NATIONAL FILM DEVELOPMENT CORPORATION LTD (NFDC)

(A Government of India Enterprise)

NFDC – FD Complex, 5th Floor, NMIC Building, 24 Dr. Gopalrao Deshmukh Marg, Mumbai 400 026 CIN – U92100MH1975GOI022994**ADV-66/Contractual/17.08.2026****Invites applications for the following post for Waves Bazaar on contract basis for the period of one year****Senior Executive – Marketing & Business Development – 1 Post, Mumbai**

Educational Qualification	:	PG in Marketing/Media Management/Mass Communication/ Business Administration/Film/Media Studies/or related field.
Experience	:	8 years experience in Business Development, Sponsorship Sales, Media & Entertainment, Film Marketing, Brand Partnerships, OTT / Digital Platforms, Festivals/Events, Content Ecosystem, Cultural or Creative Industries Experience in film festivals, content marketplaces, studios, AVGC sector, OTT platforms, or international media initiatives will be preferred.
Desirable	:	Strong business development and revenue generation capabilities. Sponsorship acquisition & commercial negotiations, Industry networking & stakeholder management. Strategic partnerships and ecosystem building. Excellent communication & presentation skills. Digital marketing & social media understanding. Knowledge of OTT, creator economy, and entertainment landscape. Understanding of international film ecosystem and content markets. Strategic thinking with execution capabilities. Willingness to travel for festivals, meetings, and industry engagements
Job Responsibilities	:	The role will primarily focus on: • Revenue generation - incl. Sponsorships, Brand integrations, etc. • Strategic partnerships • Institutional collaborations • Industry outreach • Delegate and ecosystem expansion • Business networking and market development across NFDC's festivals, markets, museum initiatives, film properties, and institutional verticals. The candidate will be expected to actively drive commercial opportunities, industry participation, and strategic alliances while strengthening NFDC's positioning within India and international markets. NFDC is looking for a dynamic marketing and business development professional with strong understanding of the media, entertainment, film, OTT, cultural, and creator ecosystem.
Key Responsibilities	:	A. Business Development & Revenue Generation • Identify and onboard sponsors, advertisers, exhibitors, brands, investors, buyers, distributors, OTT platforms, creators, and ecosystem stakeholders across NFDC initiatives. • Generate sponsorship revenue through integrated partnerships, branded content opportunities, experiential activations, delegate engagement, and institutional collaborations. • Develop and execute business development strategies for festivals, film markets, museum initiatives, screenings, and cultural properties.

	• Lead partnership pitches, proposal creation, commercial negotiations, and execution of MoUs and strategic alliances. • Build long-term relationships with brands, agencies, embassies, tourism boards, media companies, studios, AVGC companies, and cultural institutions. • Explore monetization opportunities across digital content, YouTube platforms, branded integrations, IP-led initiatives, memberships, and ecosystem partnerships. • Oversee YouTube and digital platform growth including Channel strategy, Content planning, Analytics & reporting, Monetization opportunities, etc. • Identify opportunities for international collaborations, co-productions, delegate expansion, and industry participation. B. Strategic Marketing, Branding & Communications • Develop and implement integrated marketing and communication strategies across NFDC verticals including IFFI, MIFF, NMIC, NFAI, WAVES Bazaar, film properties, and institutional initiatives. • Lead branding, positioning, campaign planning, and promotional outreach across digital, media, partnerships, and on-ground activations. • Oversee development of marketing collaterals, presentations, social media campaigns, newsletters, decks, and communication assets. • Support audience development and youth engagement initiatives. C. Institutional & Digital Development • Support strategic initiatives related to NFAI archives, NMIC audience engagement, and institutional outreach. • Research and incorporate global best practices from film festivals, museums, AVGC platforms, and content marketplaces. • Assist in strengthening NFDC's digital presence, creator ecosystem engagement, and long-term cultural positioning. • Collaborate with film institutes, media colleges, and creator communities across India.
Age	: Up to 45 years
Remuneration	: Rs. 80,000/- per month all inclusive

General Conditions:

1. Interested candidates may fill up the application form on NFDC LinkedIn Portal on or before **27/08/2026 till 6:00 pm**
2. NFDC takes no responsibility for any delay in receipt or loss in postal transit of any application or communication.
3. Though the initial place of posting will be as per advertisement, the selected candidates will be required to serve in any part of India as per the discretion/requirement of NFDC.
4. Candidates are advised to keep their e-mail ID active at least for one year. No change in e-mail ID will be allowed once entered. All future correspondence shall be sent via e-mail or at the permanent address mentioned by the candidates in the application form.
5. Any corrigendum/amendment in respect of the above advertisement shall be made available only on NFDC LinkedIn Portal hence prospective applicants are advised to visit NFDC website regularly for above purpose.
6. Any canvassing, directly or indirectly, by the applicant will disqualify his/her candidature.
7. Any legal proceedings in respect of any matter of claim or dispute arising out of this advertisement and/or applications in response thereto shall be subject to jurisdictions of Courts at Mumbai.

8. The management reserves the right in relaxing the age/qualification of deserving candidates for the above post.
 9. The Management reserves the right to reject any application/candidature at any stage without assigning any reason.
 10. Management reserves the right to not to fill-up the post or cancel the recruitment in the interest of the Company.
 11. The contract hiring would be through outsourced agency selected by NFDC Ltd.
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