

Field: Journalism, Media
Name: GEO TV Networks
Location: Karachi & Lahore, Pakistan
Names of Positions: **Intern – GEO Marketing**
Intern – Product Development GEO News
Intern – Product Development GEO Entertainment
Intern – New Media GEO News
Intern – Broadcast IT
Intern – Infotainment Production and Programming Department
Intern – Human Resource Department

Brief Description of Organization:

GEO Television Network is part of Pakistan's largest media conglomerate, Jang Group of Companies. GEO has witnessed unprecedented success and has indisputably dominated Pakistani media for the last 9 years. GEO takes pride in providing the information, news, entertainment through its 4 different channels - Geo News, Geo Entertainment, Geo Super, Aag and 5 international beams to its local and international audiences. In its successful journey of 9 years Geo has won number of awards on its programming, creative work, quality of work, gender sensitivity and many more from local and international bodies. And this is only possible with the support and efforts of around 2000 TeamGEO members. Representatives of Geo TV Network are located in 6 countries which includes 41 cities. Different channels of Geo can be watched all over the world.

Geo always fulfill its social responsibilities through campaigns like Aman Ki Aasha (effort to ensure friendship and peace between Pakistan & India), Zara Sochiya (focus on topics like women rights, child labour and different issues of society), different telethons for fund raising to help earth quake, flood and cancer victims, Geo Insaaf kaye Sath (for Free Judiciary) and others. Geo also played a vital role in elaborating the soft image of Pakistan. Geo gave people sense of political awareness and right to speak. Geo knows the importance of youth in development of Pakistan therefore concentrate on youth empowerment and promotes healthy activities like sports, entertainment and different social events. Geo always preach the policy of 'live and let live'.

Geo TV Network strongly believes in "learn and pass it on" (Seekho Sikhao aur GEO), to endorse this value a collaboration with many renowned international institutions has been made to develop and train the talent of TeamGEO. In this connection 900 learning hours have been spent in the learning and development activities in 2010. Also, GEO Television Network's investment in Human Capital training is 800% of the industry, which is again a benchmark in this category of media industry.

Our internship program is another to follow in this category, which serves to train around 100 young, graduates and post graduates annually from all over the country. GEO has a strong human resource base with individuals from diversified cultural backgrounds and multi-ethnic origins. GEO is Equal Opportunity Employer. GEO has followed its vision and philosophy to acquire and develop the best talent, around the globe, throughout 9 years. GEO values talent and is eager to acquire and develop the best.

Information specific to the internship:

Intern – GEO Marketing

GEO Marketing is a mediator/ facilitator between sales and Product development department. Plays a pivotal role in designing the deals in close coordination with product development team for pricing, ratings etc. The interns will assist in following areas:

- Presentation to agencies/Clients.
- Developing special deals and packages.
- Market Research Analysis
- Understanding of core business of media as a product.
- Target Audience (Viewers and trade)
- Marketing and Promotional strategies
- Promotional tools (collateral, e-marketing, giveaways etc)
- Promotion of Channel to the trade (e-flyer, trade events and Collaterals)

Desired Outcomes:

- Helping core teams in development of strategies and different initiative.

Intern – Product Development GEO News

Product development department is responsible to implement GEO's mission and vision to manage GEO brand, look and feel of the screen and promotion and marketing to enhance product and channel's value amongst target audience. Interns will be required to assist in the following:

- To assist in planning FPC competitive strategy in relevance to International and national TV Channels on the basis of TRPs, marketing data and feedbacks.
- To develop new concepts and ideas with the content teams keeping in mind the commercial feasibility of the product.
- To assist in reviewing brand genre guidelines with respect to different genre and target audiences
- To assist in the development of campaigns for special events/occasions, promotions including proof of performance ads etc.

Desired Outcomes:

- To give input in view of market research/program ratings in redesigning the competitive strategy.
- To come up with innovative ideas for content teams that can enhance viewership/ TRPs.
- To study brand genre guidelines, and to come up with input commensurate to local/Int'l market.
- To help in designing campaigns that can help GEO News strengthen its brand recognition.

Intern – Product Development GEO Entertainment

Product development department is responsible to implement GEO's mission and vision to manage GEO brand, look and feel of the screen and promotion and marketing to enhance product and channel's value amongst target audience. Interns will be required to assist in the following:

- To assist in planning FPC competitive strategy in relevance to International and national TV Channels on the basis of TRPs, marketing data and feedbacks.
- To assist in the development of campaigns for special events/occasions, promotions including proof of performance ads etc.
- To assist in marketing/Brand activation activities including coordination with all relevant departments.

Desired Outcomes:

- To give input in view of market research/program ratings in redesigning the competitive strategy.
- To study brand genre guidelines, and to come up with input commensurate to local/Int'l market.

Intern – New Media GEO News

It is an emerging avenue in Pakistan, where Interns will help in enhancing accessibility of channel by employing modern methods to create pull for the masses. They shall be required to:

- Assist in managing blogs and monitoring social networking sites and updating news and other information.
- Recommend changes that can help tweak our strategies for pulling users at social networking mediums like face book and twitter etc.
- Moderate comments and ensuring clean and constructive debates through the content.
- To help recruit blog contributors for the website and edit the content which is being sent.

Desired Outcomes:

- To develop a sustainable platform by creating an effective pull for the existing and new viewers in consultation with line managers.
- To increase appearance of GEO news on the blogs and social networking sites with increased engagement of the users.
- To employee strategies to trigger constructive debates on social networking mediums like face book and twitter etc.

Intern – Broadcast IT

Scope of Broadcast Operations envisages all automation and non-automation control rooms, Ingest and QC of all on air contents, along with support to transmission operations. Interns will be required to study the following, and to give an assessment report at the end of internship.

- Administration of automation Servers, video servers, video router, storage network (ingest, Production, Playout, and digital Archive), BIT network switching and routing and security equipment, Vizrt servers, and engines, Media assets management and digital Archive servers, Automated QC hardware software, Transcoding engines, streaming engines, Cuetone hardware software, Radio Link, Quick link, stream box & Ingesting. and its MIS.
- Administration and support of SAN/XSAN/NAS storage network and Storage, Editing network, Shared Edit network, MAC, Matrox, Declink High end GFX systems, MAC based Ingest Edit, and Playout applications.

Desired Outcomes:

- R&D for broadcast media plus production and play out automation projects that are strategically important for the organization (enhancing the Efficiencies, productivity and revenues with lower-over head costs).
- To study our system and to recommend suggestions.
- To review broadcast workflow and to recommend changes.
- To study in- house Integrations of all broadcast applications.

Intern – Infotainment Production and Programming Department

Infotainment department is a in-house production house heavily involved in infotainment/current affairs programming apart from campaigns. The interns will assist in:

- Generating new concepts and ideas that can materialize into programming and campaigns.
- Research required for programming.
- Hands on Production and programming.

Desired Outcomes:

- Will get hands on exposure how ideas materialize into tangible programming & campaigns

Intern – Human Resource Department

Primarily, it will be an assessment report from interns after having studied our existing organizational design during internship period. Major areas of focus may be how our design support in following:

- Supports in integration between activities/tasks to enable the performance of groups/individuals at corporate and operational levels in line with strategy.
- Ensuring effective flow of information in terms culture and values in line with the company's competitive strategy, strategic initiatives, and operational capabilities.
- Ensuring prompt decision making and responsiveness at majors levels.
- Providing appropriate management's supervision/monitoring of the company's key business Units and strategic initiatives.
- Delegation of ownership to a single individual.
- Capability to strive for cost efficiency.
- Role redundancy.
- Promoting culture of success that inspires and motivates employees to achieve the corporate mission.
- Promoting culture that inhibits employee motivation and enthusiasm for their jobs, and limiting the success of the organization.
- Supporting accountability and responsibility amongst staff.

Schedule:

Preferred start date June 1, 2012 for a duration of 6-12 weeks.

Additional Information:

Interns will be assigned a mentor who will help them not only in understanding the language but also would facilitate comprehension of organizational culture.

Apply through:

Faiza Rashid, Senior Manager Human Resources, (faaiza.rashid@geo.tv)

Website:

<http://www.geo.tv/>