

About the Company

The Press Trust of India Ltd (PTI), established in 1947, is the largest and the most credible news agency in India. PTI has more than 800 subscribers comprising newspapers, TV stations, web portals, mobile apps as well as government and non-media organisations. PTI not only has a nation-wide coverage, but also global coverage through its network of correspondents posted in major world capitals, as well as tie ups with foreign news agencies. PTI's services are offered in both English and Hindi languages and is available across multiple formats (video, text, photo).

Position: Head of Sales & Marketing, The Press Trust of India (New Delhi)

The Head of Sales & Marketing will be a pivotal member of PTI's leadership team, responsible for spearheading the revenue of the company across business verticals - Text, Photo, Video, Editorial Partnerships, PR Distribution, and other revenue heads. The position is based in New Delhi and reports directly to the Chief Operating Officer (COO). The Head of Sales & Marketing will drive revenue growth, maintain the client pipeline, and lead the diversification into new revenue streams, while ensuring strong profitability and long-term sustainability.

The role requires a proven sales leader with experience in establishing and expanding revenue functions, deep industry relationships, and the ability to drive performance through strategy, execution, and people leadership. This role will require occasional travel to engage with clients, partners and industry forums.

Key Responsibilities

Revenue Growth & Business Development

- Own and deliver revenue targets across subscription, partnerships, distribution and new business opportunities
- Build and execute sales strategies aligned with PTI's long-term business goals
- Expand PTI's customer base across traditional and digital platforms, fostering deeper relationships with media, government, corporates and international clients
- Develop new monetization models across emerging areas (digital-first platforms, AI-driven products, etc.)

Sales Leadership & Commercial Excellence

- Lead, mentor, and scale the sales team; instill a high-performance, customer-centric culture
- Maintain and grow a robust client pipeline for lead generation, conversion, and retention
- Drive account strategies, pricing models, and sales forecasting for predictable revenue growth
- Partner with Editorial and Technology teams to design integrated solutions for clients
- Monitor revenue, KPIs, & unit economics, while incorporating client feedback to guide decision-making
- Undertake marketing initiatives to strengthen PTI's visibility and support sales

Strategic Partnerships & Alliances

- Build alliances with key technology, distribution, and media partners to unlock opportunities
- Explore new revenue opportunities with global agencies, OTT players, and digital platforms
- Represent PTI in industry forums to enhance market position and brand visibility

Experience & Qualifications

- 18-20 years of sales and revenue leadership experience in content sales / syndication or partnerships

- Demonstrated track record of delivering revenue growth, and building scalable sales organizations
- Strong expertise in subscription-based models, partnerships, branded content, and new-age digital revenue streams
- Understanding of news licensing agreements and proven experience in negotiating contracts
- Excellent negotiation, communication, and presentation skills with ability to influence at the highest levels
- Master's degree in Business Administration (MBA) or equivalent preferred

Interested candidates may submit their comprehensive resume and a cover letter to support their candidature at jobs@pti.in.