

TAMILNADU TRADE PROMOTION ORGANISATION
(A Joint Venture of ITPO (Govt. of India) and TIDCO (Govt. of Tamil Nadu))

Adv. No. TNTPO/Admin/1014/2023

Date: 02.12.2023

Engagement of Professionals in TNTPO on a contract Basis

Applications are invited for the engagement of Professionals (social media, IT, and Marketing) on contractual basis initially for a period of one year and a further period as per the requirements of TNTPO, on a consolidated salary of Rs.60,000/- (Rupees sixty thousand only) per month minus TDS. Interested candidates, who fulfil the following eligibility criteria, may apply for the post: -

Position & Nos.	Educational Qualification and Experience
Professional (Social media) (1)	Essential: MBA, PG Diploma, Master Diploma, MA, MSC in Media Public Relations, Mass Communication, communications management, media and entertainment, advertising, PR/Graduate degree with the experience of Marketing / Social Media Promotions from a government recognized university/ institution. Desirable: Minimum 2 years of post-qualification experience in handling social and digital media in Govt./PSU/reputed Private Sector Organizations with relevant work experience.
Age Limit	32 years (As on closing date of application)
Experience	<ul style="list-style-type: none">➤ Create high quality content for social and digital media (such as LinkedIn, Instagram, Facebook, Website, Marketing e-mails) and ensure a strong brand TNTPO is built (increase in brand visibility).➤ Create a comprehensive digital marketing plan for each event including plan for marketing and branding for pre-vent, during event and post event activities.➤ Ensure followers are doubled on all social and digital media platforms by increasing visibility through regular activities.➤ Using media analytics, analyze inputs and create strategy for marketing and branding activities, customer satisfaction and understand brand image.➤ Stay up to date on current trends and social media algorithms changes. Extensive research to identify emerging trends and suggest strategies in Line with the organization's vision.➤ Conduct competitor analysis, identify key gaps and areas of improvement.➤ Create SOPs for all Social & Digital Media related processes➤ Working Portfolio of Content Creation (Profile shall be attached)➤ Writing, reviewing, editing and updating content for company websites blogs, Marketing materials & media platforms.

Professional (IT) (1)	<p>Essential Graduate/Post Graduate in CS, IT & Computer Application from a government recognized university/ institution.</p> <p>Desirable Minimum 2 years of post-qualification experience in Information Technology in Govt./PSU/reputed Private Sector Organizations with relevant work experience.</p>
Age Limit	32 years (As on closing date of application)
Experience	<ul style="list-style-type: none"> ➤ Proven experience in IT related role (Mid- level) ➤ Excellent knowledge of IT Systems and Infrastructure. ➤ Background in Designing/ developing IT Systems and Planning implementation of IT Solutions. ➤ In depth understanding of Data Analysis Budgeting and Business Operations with Analytical and Problem-Solving Capabilities ➤ A Strong Strategic Mindset. ➤ Should have hands-on experience in Software & Hardware. ➤ Periodic handling/Maintenance of Websites.
Marketing Professional – I (Business Development)	<p>Essential:</p> <ul style="list-style-type: none"> ➤ MBA /PG Diploma in Management in Marketing or International Business / Graduate degree with strong skills in marketing field from a government recognized university/ institution. Preference will be given to candidates who have obtained their qualification from institutions ranked among the top 30 in NIRF ranking (Management ranking of 2023). <p>Desirable:</p> <ul style="list-style-type: none"> ➤ Minimum in 5 years of post - qualification experience in marketing strategy, sales, or business development in Govt./PSU/reputed Private Sector Organizations with relevant work experience
Age Limit	32 years (As on closing date of application)
Experience	<ul style="list-style-type: none"> ➤ Conduct market research and identify business opportunities for growth, potential revenue streams and business threats for domestic fairs and exhibitions. ➤ Stay updated on the market trends, and competitors, to identify, and develop the organisation's unique selling propositions and differentiators, to target strategic growth opportunities to increase business in domestic fairs and exhibitions. ➤ Ensure collaborations and alliances with trade promotion organisations and industry bodies that create mutually beneficial opportunities for the organization and build and maintain strong, long-lasting customer relationships. ➤ Attending other fairs and exhibition, and conduct gap analysis and provide feedback on current market and creative trends. ➤ Create and regularly update online database of exhibitors, vendors for increasing presence and reach of existing fairs and

	<p>exhibitions.</p> <ul style="list-style-type: none"> ➤ Collaborate with other departments to share requisites with them such as Media, IT, Event Management. ➤ Ensure usage of CRM systems for effective recording, analysis and decision making. ➤ Develop and sustain client relationship with key accounts. ➤ Revenue realization by achieving the set target within the given time frame. ➤ Create SOPs for all domestic fairs/exhibitions/events related processes. ➤ Organize venue visit for the Organizers. ➤ Present Profile Portfolio (shall be attached)
Marketing Professional - II (Customer Relationship)	<p>Essential:</p> <ul style="list-style-type: none"> ➤ MBA /PG Diploma in Management in Marketing or International Business / Graduate degree with strong skills in marketing field from a government recognized university/ institution. Preference will be given to candidates who have obtained their qualification from institutions ranked among the top 30 in NIRF ranking (Management ranking of 2023) <p>Desirable:</p> <ul style="list-style-type: none"> ➤ Minimum in 5 years of post - qualification experience in customer relationship management, marketing, sales or business development in Govt./PSU/reputed Private Sector Organizations with relevant work experience.
Age Limit	32 years (As on closing date of application)
Experience	<ul style="list-style-type: none"> ➤ Build and maintain strong, long-lasting relationships with clients through regular communication, meetings and interactions. ➤ Oversee and manage customer accounts, handle queries and resolve customer concerns, and issues in a timely and effective manner, ensuring customer satisfaction. ➤ Stay updated on the facility and the services being provided, ensuring the ability to offer relevant solutions. ➤ Identify opportunities to expand the relationship with existing customers by promoting additional information that align with their needs. ➤ Gather feedback from customers to understand their experiences and preferences and relay this information to relevant divisions for taking necessary improvement measures. ➤ Generate reports and analyze customer data to identify trends and opportunities for improvement in customer satisfaction. ➤ Collaborate with other business development division to align strategies and initiative that are customer centric. ➤ Create SOPs for all customer relationship desk related processes. ➤ Strong foothold in creating Customer base / Networking / Marketing skill.

***Note:**

- 1. Age and experience will be reckoned as on the closing date of receipt of applications.**
- 2. Applications are invited only through e-mail (careers@chennaitradecentre.org)**

Important Instructions

- i) Candidates against whom civil or criminal cases are pending are not eligible to apply for the post. Candidate applying for this post should submit declaration in this regard.
- ii) In case of any criminal case is filed or conviction / punishment is imposed on a candidate after submission of the application at any stage of the selection process before the completion of selection process such candidate should report this fact to the Tamil Nadu Trade Promotion Organization in the next immediate stage.
- iii) Failure to comply with these instructions shall result in rejection of their candidature for the post.
- iv) TNTPO reserves the right not to fill the posts without assigning any reason what so ever. Mere fulfilling the criteria will not vest any right of the candidate for being called for interview.
- v) In case, it is found at any stage that a candidate does not fulfil the eligibility criteria and/or that he/she has furnished incorrect/false information/certificate/ documents or has suppressed any material information, his/her candidature will stand cancelled.
- vi) If any of these shortcomings are detected even after appointment, his/her services are liable to be terminated.

Other instructions.

- a. The recent Passport size photograph, photocopies of Educational Qualification and Experience should be enclosed with application and the original should be produced at the time of interview.
- b. The candidates are required to appear for an interview at their own expense. TNTPO reserves the right to short list and/or to reject any or all the applications without assigning any reason.
- c. Kindly find the application form below and submit the scanned copy after duly filling along with the required scanned documents through e-mail (careers@chennaitradecentre.org)

**Managing Director
TNTPO**

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Application for _____
(To be filled in Block letters)

Affix recent
Coloured
Passport size
Photograph

- (1) Name; _____
- (2) Father's/Husband's Name; _____
- (3) Date of Birth/ Age as on the closing _____
date of receipt of applications;
- (4) Permanent Address: _____

- (5) Correspondence Address; _____

- (6) Educational Qualifications; _____
- (7) Experience specifying the name of the Organization, post held from time
to indicating the pay scale and duration of the post;
(Please attach a separate sheet, if needed)
- (8) Telephone/Mobile no., _____
- (9) E-mail id: _____
- (10) Aadhar No. _____
- (11) Any other relevant information (Attach separate sheet, if needed)

Date: _____

Place: _____

(Signature)