

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

No.TNTPO /Admin/04/2023

Date: 20.10. 2023

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)	<p><b>Essential:</b> Any Bachelor's Degree from Government recognized University / Institution.</p> <p><b>Desirable:</b> Mass Communication with Knowledge of Computer Applications.</p>
Age Limit	35 years (As on closing date of application)
Experience	<p>Candidate must have 03 years post-qualification experience in Social Media in Govt./PSU/reputed Private Sector Organisations including</p> <ul style="list-style-type: none"> <li>➤ Develop, implement, and manage TNTPO's social mediastrategy.</li> <li>➤ Define the most important social media KPIs.</li> <li>➤ Work with Copywriters and Designers to ensure content is informative and appealing.</li> <li>➤ Collaborative ability with event marketing and awareness.</li> <li>➤ Manage and oversee social media content.</li> <li>➤ Measure the success of every social media campaign.</li> <li>➤ Monitor Search engine Optimization (SEO) and user engagement and suggest content optimization.</li> <li>➤ Communicate with industry professionals and influences via social media to create a strong network.</li> <li>➤ Social Media strategists using social media for brand awareness and impressions.</li> <li>➤ Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+, and other social media bestpractices.</li> </ul>
Professional (IT) (1)	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>➤ Any Degree in Computer Science / Information Technology / Electronic and communication from Government recognized University / Institution</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>➤ IT Domain</li> </ul>
Age Limit	40 years (As on closing date of application)

Experience	<ul style="list-style-type: none"> <li>➤ Candidate must have 03 years post-qualification experience in Information Technology in Govt./PSU/reputed Private Sector Organisations with relevant work experience in the relevant functional area</li> <li>➤ Develop, implement, and manage TNTPO's Information Technology strategy.</li> <li>➤ Work with Copywriters and Designers to ensure content is informative and appealing.</li> <li>➤ Collaborative ability with event marketing and awareness.</li> <li>➤ Monitor Search engine Optimization (SEO) and user engagement and suggest content optimization.</li> <li>➤ Communicate with industry professionals and create a strong network.</li> <li>➤ Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+, and other social media best practices.</li> <li>➤ Handling of Hardware and Software</li> </ul>
Professional (Marketing) (2)	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>➤ Any Bachelor's Degree from Government recognized University / Institution.</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>➤ Marketing with Knowledge of Computers Applications</li> </ul>
Age Limit	35 years (As on closing date of application)
Experience	<ul style="list-style-type: none"> <li>➤ Candidate must have 03 years of post-qualification experience in Business Development / Marketing in Govt./PSU/reputed Private Sector Organisations including</li> <li>➤ Co-ordination with Fair and Event organisers to develop the Business and occupancy of the Exhibition Halls and Convention Centres of TNTPO</li> <li>➤ E-mail marketing (online and offline marketing)</li> <li>➤ Handling the Marketing team on a day-to-day basis</li> <li>➤ Knowledge of Social media marketing</li> <li>➤ Develop business plans by researching and identifying potential accounts</li> <li>➤ Determine necessary strategic sales and marketing approaches</li> <li>➤ Compiling detailed reports that capture the progress and opportunities.</li> <li>➤ Provide assistance for preparation of promotional materials (brochures, videos, social media posts, etc.) for Public Relations.</li> <li>➤ Provide assistance in the publicity of the organization on offline/online media.</li> <li>➤ Coordinate with marketing and design teams</li> </ul>

Terms and Conditions for the engagement of Professionals are as under-

1. The period of contract shall be for a period of one year from the date of joining which may be extended further for one year as per requirement of TNTPO.
2. Professional will be paid consolidated remuneration of Rs.60,000/- (Rupees Sixty Thousand Only) per month minus TDS, as applicable.
3. The Professional will not be entitled to claim any benefit from TNTPO, such as earned leave, medical leave, medical reimbursement, hospitalization expenses, Leave Travel Concession, CPF, HRA, or an advance of any kind, etc. as per prevalent Rules of TNTPO amended from time to time.
4. In case of absence from duty over and above the leave permissible, a proportionate amount from remuneration will be deducted for the period of absence.
5. The professional will be responsible for all the duties assigned to him/her by TNTPO.
6. Working hours shall normally be from 10.00 a.m. to 6.00 p.m. during working days including half an hour lunch break in between
7. The professional will be governed by the Official Secrets Act, 1923, as amended from time to time, and will not disclose to any unauthorized person (s) any information/data that may be supplied to them during the period of engagement as "Consultant" in Tamilnadu Trade Promotion Organisation (TNTPO). All such documents will be property of the TNTPO.
8. The professional will complete the assigned task within the stipulated period as per the requirement of TNTPO. He/She will not take up any assignment or contract which conflicts the interest of the TNTPO in this matter elsewhere during the period of contract in TNTPO.
9. The period of contract will not confer any claim or right for subsequent engagement/employment with TNTPO at a later date.
10. The contract may be terminated at any time by the TNTPO without assigning any reason by giving a month's notice. Similarly, the Consultant may also disengage after giving notice for a similar period. In case TNTPO terminates the contract without giving one month's notice, one month's remuneration shall be payable.
11. In case of any differences or disputes arising out of or in connection with this engagement, the decision of MD, TNTPO will be final and binding.
12. All the officials will report to MD

Applications (as per format given below) along with self-attested copies of certificates and testimonials should reach to Managing Director, Tamilnadu Trade Promotion Organisation, Chennai Trade Centre Complex, 6A,6B6C, Mount Poonamallee Road, Nandambakkam, Chennai-600089, on or before 5.00 PM of 30.10.2023

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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 Organisation, post held from timeto  
time 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)

