

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

Adv. No. TNTPO/Admin/1014/2025

Date: 13.05.2025

Engagement of Professionals in TNTPO on a Contract Basis

Applications are invited for the engagement of the Post of Marketing Professional -I (Business Development) on a 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 fulfill the following eligibility criteria, may apply for the post: -

Position & Nos.	Educational Qualification and Experience
Marketing Professional-I (Business Development) (1 No)	Essential: MBA/PG Diploma in Management in Marketing with minimum 60% marks or equivalent grade from universities/institutions ranked among the top 60 NIRF ranking (Management ranking of 2024) Desirable: Minimum 5 years of post-qualification experience in marketing strategy, sales, or business development in MICE industry.
Age Limit	32 years (As on the 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 organization'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 organizations and industry bodies that create mutually beneficial opportunities for the organization, and build and maintain strong, long-lasting customer relationships.➤ Attending other fairs and exhibitions, 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 exhibitions.➤ Collaborate with other departments to share requisites with them, such as Media, IT, and Event Management.

	<ul style="list-style-type: none"> ➤ Ensure usage of CRM systems for effective recording, analysis and decision making. ➤ Develop and sustain client relationships 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 organizers. ➤ Create high quality content for social and digital media (such as LinkedIn, Instagram, Facebook, website, marketing emails) and ensure a strong brand TNTPO is built (increase in brand visibility) including events at Chennai Trade Centre. ➤ Create a comprehensive digital marketing plan for each event including plan for marketing and branding for pre-vent, during event and post event activities.
Last Date for Submission	27.05.2025 at 05.00 PM *

***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

1. Candidates against whom civil or criminal cases are pending are not eligible to apply for the post. Candidates applying for this post should submit a declaration in this regard.
2. 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 the selection process such candidate should report this fact to the Tamil Nadu Trade Promotion Organization in the next immediate stage.
3. Failure to comply with these instructions shall result in the rejection of their candidature for the post.
4. 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.
5. In case, it is found at any stage that a candidate does not fulfill 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 canceled.
6. If any of these shortcomings are detected even after the appointment, his/her services are liable to be terminated.

Other instructions.

- a. The recent Passport size photograph, photocopies of Educational Qualifications and Experience should be enclosed with the 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 shortlist and/or 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 it 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)