

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

Adv. No. TNTPO/Admin/1014/2024

Date: 24.07.2024

Engagement of Professionals in TNTPO on a contract Basis

Applications are invited for the engagement of the Post of Assistant Engineer (Civil) and Professional in social media 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: -

Name of the Post	Assistant Engineer (Civil) on Contract
Pay-scale	Rs.60,000/- PM Consolidated basis.
Educational Qualification	i) Must possess a Bachelor's Degree in Civil Engineering or Structural Engineering from a government-recognized University/ Institution.
Desirable Experience	i) Must have 10 years of experience in Civil Engineering in any original work for the construction of commercial buildings in Govt./PSU/reputed Private Sector Organizations. (Experience Certificate should produced by a Government Organization or from a Private sector). ii) Relaxation will be given to the candidates having Post-graduation with less than 10 years' experience. The salary will be negotiable. iii) Preference will be given to Master's Degree holders if a greater number of applications are received.
Age	The maximum age limit is 40 years as of the closing date of receipt of the application and the age will be relaxed for retired personnel from the state/Central Govt/ PSUs.
Job Profile	i) Supervision of all civil works relating to Expansion Project of TNTPO. ii) Maintenance of existing Convention Centre and Exhibition Halls. iii) Other civil structures.
Last Date for Submission	31.07.2024 at 05.00 PM *

Position & Nos.	Educational Qualification and Experience
Professional (Social media)(1)	<p>Essential: MBA, PG Diploma, MA, MSC in Media Public Relations, Mass Communication, communications management, media and entertainment, advertising, PR/Graduate degree with experience in Marketing / Social Media Promotions from a Government recognized University/ Institution.</p> <p>Desirable: Minimum 2 years of post-qualification work experience in handling social and digital media in Govt./PSU/reputed Private Sector Organizations.</p>
Age Limit	40 years (As on the 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, and Marketing e-mails) and ensure a strong brand TNTPO is built (increase in brand visibility).
Job Description	<ol style="list-style-type: none"> 1. Content Creation <ul style="list-style-type: none"> ➤ Developing and curating engaging content for social media platforms. Writing posts, designing graphics, creating videos, and more. 2. Content Scheduling and Publishing <ul style="list-style-type: none"> ➤ Planning and scheduling posts to ensure a consistent presence on social media. ➤ Using tools like Hootsuite, Buffer, or native platform schedulers. 3. Community Management <ul style="list-style-type: none"> ➤ Monitoring and responding to comments, messages, and mentions. ➤ Engaging with the audience to build a community around the brand. 4. Strategy Development <ul style="list-style-type: none"> ➤ Creating and implementing social media strategies aligned with business goals. Analysing competitors and trends to stay relevant. 5. Analytics and Reporting <ul style="list-style-type: none"> ➤ Tracking performance metrics such as engagement, reach, and conversions. ➤ Preparing reports to assess the effectiveness of social media campaigns. 6. Advertising <ul style="list-style-type: none"> ➤ Running paid social media campaigns. ➤ Setting budgets, targeting audiences, and optimizing ads for better performance. 7. Collaboration <ul style="list-style-type: none"> ➤ Working with other departments (marketing, sales, customer service) to ensure cohesive messaging. ➤ Partnering with influencers and other brands for collaborations.

	<p>8. Staying Updated</p> <ul style="list-style-type: none"> ➤ Keeping up with the latest trends, platform updates, and best practices. Attending webinars, workshops, and industry events. <p>9. Crisis Management</p> <ul style="list-style-type: none"> ➤ Handling negative comments or crises professionally and efficiently. ➤ Developing plans for potential social media issues. <p>10. SEO and SEM</p> <ul style="list-style-type: none"> ➤ Understanding how social media impacts search engine rankings. ➤ Integrating social media efforts with broader SEO and SEM strategies. <p>11) Designing</p> <ul style="list-style-type: none"> ➤ create visually appealing graphics, videos, and other multimedia content to enhance a brand's presence and engagement across various social media platforms.
Last Date for Submission	31.07.2024 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)

/Sd/

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)