

Job Title: Marketing Consultant – Associate to the Office of Development Commissioner, MEPZ SEZ

Number of Positions: 1

Responsibility Summary:

MEPZ Special Economic Zone, Department of Commerce, Ministry of Commerce & Industries, Government of India invites applications from enterprising and aspiring candidates for the position of Strategy Consultant to the Office of Development Commissioner, MEPZ SEZ, (www.mepz.gov.in). Government of India set up Madras Export Processing Zone (MEPZ) in the year 1984 as a Multi-Product Zone. It had been converted into a Special Economic Zone in the year 2003. MEPZ SEZ is located at Tambaram in a close proximity of 9 km from Chennai International Airport and about 30 km from the Chennai Sea Port. MEPZ SEZ is headed by the Development Commissioner, who is of the rank of Joint Secretary to the Government of India. MEPZ SEZ has the jurisdiction of Special Economic Zones (SEZs) and 100% Export Oriented Units (EOUs) located in the State of Tamil Nadu, UT of Puducherry (Pondicherry and Karaikal areas) and UT of Andaman & Nicobar islands.

MEPZ Zone has a total area of 262 acres. The Zone became operational with the commencement of exports in 1985-86. There are about 124 Units in MEPZ SEZ operating in Manufacturing and Service Sectors like Apparel, Engineering, Electronics, Chemicals, Aerospace, Pharmaceuticals, Gem & Jewellery, IT/ITES, etc. The Zone provides direct employment to more than 35,000 persons.

Marketing Consultant to the Office of Development Commissioner, MEPZ SEZ would be responsible for monitoring and driving progress across various marketing and promotion activities driven by MEPZ SEZ, collating content which will be used in brochures, mailers, social media etc.

Mandatory:

Educational qualification:

Full time MBA / Two years Post Graduate Diploma in Management and Specialization in Marketing as major subject from Government recognized Institute/University with 60% aggregate marks. The decision of the Selection Committee regarding the acceptability of such qualification as eligible qualification shall be final.

Age.

She/he should not be more than 45 years of age on the date of issue of the recruitment notice. For age related relaxations, please refer to the Recruitment Rules.

Requisite Skills & Experience:

Minimum 3 years of professional experience including a minimum of 1 year of work experience in a marketing / digital marketing agency(s). The candidate should also have an experience of working as a consultant with a Government department/body. The candidate should have strong sales, marketing and data collation skills. She/he should have an ability to function independently without supervision and build, lead teams. Candidate should be energetic and dynamic as the job profile would entail long working hours, extensive interactions with various stakeholders, high quality output in limited time period. The candidate should be result oriented.

Desirable:

- Proficient in both written and oral communication in English and Tamil.
- Proficient in pitching products / services, and managing marketing campaigns.

Job Description

- Interact at the highest levels of organization inside and outside MEPZ SEZ
- Be involved in pitching the various regimes like SEZ / EOU etc. to potential developers, co-developers, units using multiple collaterals like marketing and sales presentations, videos, etc.
- Be responsible for stakeholder outreach, data collection and collation to assist in marketing and promotional activities for MEPZ SEZ
- Use of promotional tools like mailers, banners, hoardings etc. for wider publicity and reach of MEPZ (both print and digital)
- Managing marketing campaigns for generating leads, stakeholder meetings & events for building relationships etc.
- Assist in revamping the online and social media presence of MEPZ SEZ, to help drive clicks
- Engage with multiple teams at MEPZ SEZ to drive progress of various marketing activities and provide regular status updates, escalate delays and challenges to Development Commissioner, MEPZ SEZ.
- Identify potential bottlenecks and recommend appropriate solutions
- Develop and implement project management procedures and methodologies to track key activities, owners and timelines of various projects
- Be a part of key projects at MEPZ SEZ
- The consultant would be hired by TASID as the hiring authority with the posting being at MEPZ

Application process

Candidates have to submit their resumes on email id tasidindia@gmail.com with following subject line: **Application for the post of <Post Name> by <Candidate Name>**

Selection Process

1. Out of the total applications, suitable candidates will be shortlisted for personal interview.
2. Candidate will be selected based on personal interview by Selection Committee.