

Job Title: Junior Marketing Consultant

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:

Graduate / Full time MBA / Two years Post Graduate Diploma in Management 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

The candidate should have strong sales, marketing and data collation skills. Candidates should be energetic and dynamic as the job profile would entail long working hours, extensive interactions with various stakeholders, high quality output in a limited time. 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

This role, based at Guidance TN, focuses on coordinating marketing efforts to promote the MEPZ Special Economic Zone (SEZ) across the TAP (Tamil Nadu, Andhra Pradesh, Puducherry) region. The Junior Marketing Consultant will work closely with the MEPZ SEZ team, Guidance TN team and interact with various stakeholders, including potential investors, developers, and units. This role offers an excellent opportunity for a junior marketing professional to gain experience in promoting a significant economic zone and working with a diverse range of stakeholders.

Key Responsibilities:

- **Marketing & Promotion:** Assist in developing and executing marketing strategies to attract potential investors and businesses to MEPZ SEZ. This includes:
 - Supporting the creation of compelling marketing materials such as presentations, brochures, videos, and website content.
 - Contributing to the pitch process for various regimes (SEZ, EOU, etc.) to potential developers, co-developers, and units.
 - Utilizing promotional tools like mailers, banners, hoardings, and digital channels for wider publicity.
- **Stakeholder Engagement:**
 - Conducting stakeholder outreach activities, including data collection and collation to support marketing and promotional initiatives.
 - Assisting in organizing stakeholder meetings and events to build relationships and generate leads.
- **Digital Marketing:**
 - Contributing to the enhancement of MEPZ SEZ's online and social media presence to drive engagement and generate leads.
 - Supporting the development and execution of digital marketing campaigns.
- **Project Coordination & Reporting:**
 - Collaborating with various teams within MEPZ SEZ to ensure the smooth execution of marketing activities.
 - Providing regular status updates on marketing projects, escalating delays and challenges to the Development Commissioner, MEPZ SEZ.
 - Identifying potential bottlenecks and recommending solutions.
 - Assisting in the development and implementation of project management procedures to track key activities, responsibilities, and timelines.
- **Other Contributions:**
 - Participating in key projects at MEPZ SEZ as required.

Remuneration and Duration of Engagement:

The Junior Consultant (Marketing) shall be appointed on a contractual basis for a period of one year extendable up to a maximum of three years with approval of competent authority. A gross monthly remuneration of Rs. 50,000/- per month shall be offered to the selected Junior Consultant (Marketing) based on their past experience, previous pay, etc.

Application process

Candidates have to submit their resumes to email id (ddc2@mepz.gov.in) 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.