



TAMILNADU TOURISM DEVELOPMENT CORPORATION LTD.,
CHENNAI-02.

NOTIFICATION NO:0999/A1/2024

Dated:05.10.2024

TTDC is inviting applications for recruitment of 26 posts in TTDC's Engineering and Marketing wing on a fixed term contract basis across Tamil Nadu for a period of one year through online portal <https://www.tamilnadutourism.tn.gov.in/recruitment>.

Sl. No	Name of the Post	No. of Post
1.	AGM (Digital Marketing & Tourism Promotion)	01
2.	Associate (Digital Marketing)	03
3.	Senior Associate (Events and Venues)	03
4.	Event Manager (Madurai)	01
5.	Associate (IT Monitoring)	01
6.	Senior Associate (Project Formulation)	02
7.	Architects	03
8.	Interns (Architect)	04
9.	Interns (Civil Engineering)	04
10.	Site Engineer (Civil -3 and Electrical -1)	04
TOTAL		26

Last date of submission of application through online in **Google form** is on **20/10/2024**.

For further detail visit www.tamilnadutourism.tn.gov.in/recruitment.

Place : Chennai
Date : 05.10.2024

Managing Director
T.T.D.C Ltd.
Chennai – 600 002.



TAMILNADU TOURISM DEVELOPMENT CORPORATION LTD.,
CHENNAI-02.

RECRUITMENT OF 26 POSTS

Sl. No	Name of the Post	No. of Post	Pay Range Rs. per month	Educational Qualification	Experience In year
1.	AGM (Digital Marketing & Tourism Promotion)	01	70,000 – 1,00,000	Any Degree	5
2.	Associate (Digital Marketing)	03	20,000 – 40,000	Any Degree	2
3.	Senior Associate (Events and Venues)	03	25,000 – 40,000	Any Degree	4
4.	Event Manager (Madurai)	01	50,000 - 75000	Any Degree	4
5.	Associate (IT Monitoring)	01	20,000 – 40,000	B.E. Computer Science / B.E (IT) / M.Sc. Computer Science	2
6.	Senior Associate (Project Formulation)	02	50,000 – 75,0000	Master's Degree in Tourism & Hospitality Management	4
7.	Architects	03	50,000/-	Bachelor Degree in Architecture	4
8.	Interns (Architect)	04	20,000/-	B.Arch.	-
9.	Interns (Civil Engg.)	04	20,000/-	B.E (Civil)	-
10.	Site Engineer (Civil -3 and Electrical -1)	04	40,000/-	BE (Civil / Electrical)	5
TOTAL		26			

NOTE: Please refer the Annexure for preferred Qualification, Experience and Roles and Responsibilities.



ANNEXURE

1. AGM (Digital Marketing & Tourism Promotion) - (01) - Rs. 70,000 - 1,00,000

A. Qualification:

a. Education:

- ❖ Any Degree
- ❖ Preferred qualification: Bachelor's degree in Marketing, Digital Media, Tourism, or related fields (or) Master's degree in Marketing, Tourism, or Business Administration can be an advantage.

b. Experience:

- ❖ 5 years of experience in digital marketing, especially in the tourism or hospitality sector.
- ❖ Proven experience in managing digital campaigns, SEO/SEM, content marketing, and social media strategy.

c. Skills:

- ❖ Proficiency in digital marketing tools (Google Analytics, AdWords, SEO/SEM tools).
- ❖ Strong knowledge of social media platforms and content creation.
- ❖ Familiarity with tourism trends, travel behaviour, and destination marketing.

d. Certifications (optional but beneficial):

- ❖ Google Ads and Analytics certifications.
- ❖ Digital marketing courses (e.g., HubSpot, Hootsuite).
- ❖ Tourism-related certifications (e.g., from UNWTO or IATA).

B. Roles and Responsibilities for Digital Marketing and Tourism Promotion:

- ❖ Digital Strategy Development: Create and implement digital marketing strategies targeting diverse tourist segments (domestic & international) in collaboration with DMOs and tourism boards.

- ❖ Social Media Management: Manage social media platforms, create engaging content, run campaigns, and monitor trends for greater follower engagement.
 - ❖ Content Creation and SEO/SEM: Develop digital content (blogs, videos, photos) and optimize for SEO. Implement paid campaigns (Google Ads, Facebook Ads) to improve destination visibility.
 - ❖ Campaign Analytics & Reporting: Track campaign performance using tools like Google Analytics, report KPIs, and suggest improvements.
 - ❖ Collaboration & Partnerships: Coordinate with stakeholders for joint promotional strategies, engage influencers, and create tourism event buzz.
 - ❖ Email Marketing & CRM: Develop targeted email campaigns for various tourist demographics and manage customer databases.
 - ❖ Paid Advertising & Website Management: Run paid ad campaigns and manage the official tourism website and mobile app for a seamless user experience.
 - ❖ Crisis Communication & Reputation Management: Handle online reputation and develop crisis communication strategies during emergencies.
 - ❖ Market Research & Event Promotion: Analyse trends and competitor strategies, and promote tourism events through digital platforms. •
- Key Skills:
- ❖ SEO, SEM, social media expertise, content creation, analytical thinking, stakeholder collaboration, and proficiency in digital marketing tools.

2. Associate (Digital Marketing) - (03) - Rs. 20,000 - 40,000

A. Qualification:

- ❖ Any Degree
- ❖ Preferred qualification: Bachelor's degree in Marketing, Communications, or a related field is preferable
- ❖ 2 years of Experience with digital marketing tools (e.g., Google Analytics, SEO, SEM, social media platforms).
- ❖ Knowledge of online marketing strategies and best practices.
- ❖ Analytical skills to interpret data and optimize campaigns.

- ❖ Strong written and verbal communication skills.
- ❖ Creativity for crafting engaging content.
- ❖ Basic graphic design or content creation skills (preferred).
- ❖ Strong understanding of MMP platforms and how they work.
- ❖ Expertise in Google Ads, Facebook Ads, and other major advertising platforms.
- ❖ Proficiency in data analysis tools (e.g., Google Analytics, Google Data Studio) and experience with GTM or similar tag manager tools.
- ❖ Analytical mindset with the ability to leverage data to inform strategic decisions and optimise campaign performance.

B. Roles and Responsibilities

- ❖ **Content Creation & Strategy:** Assist in developing and executing digital marketing strategies, including content creation for blogs, social media, and email campaigns.
- ❖ **SEO & SEM:** Optimise website content for search engines (SEO) and manage pay-per-click (PPC) campaigns.
- ❖ **Social Media Management:** Monitor and manage social media platforms, including posting, engagement, and performance analysis.
- ❖ **Data Analytics:** Track, analyse, and report on digital marketing performance metrics using tools like Google Analytics.
- ❖ **Email Marketing:** Assist in creating and managing email marketing campaigns, including segmentation and performance tracking.
- ❖ **Campaign Management:** Support the planning and execution of digital advertising campaigns across various platforms (Google Ads, Facebook Ads, etc.).
- ❖ **Market Research:** Conduct market research to identify trends, customer behaviour, and new opportunities.
- ❖ **Collaboration:** Work with cross-functional teams (design, content, and sales) to ensure cohesive marketing efforts.
- ❖ **Lead and manage paid media campaigns** across multiple channels (Google Ads, Facebook Ads, etc.) for both web and mobile platforms.
- ❖ **Optimize campaigns** to improve ROI, conversions, and other KPIs.
- ❖ **Utilize MMP platforms** for accurate tracking and performance insights.
- ❖ **Collaborate closely** with analytics teams to leverage data analysis tools like Google Analytics and Google Data Studio to inform decision-making.
- ❖ **Implement and manage tracking tags** using GTM and other tag manager tools.

3. Senior Associate (Events and Venues) - (03) - Rs. 25,000 - 40,000

A. Qualifications:

- ❖ Any Degree
- ❖ Preferred qualification: Bachelor's degree in Hospitality, Marketing, or a related field.
- ❖ 4 years of experience in managing events, venues, or hospitality services.
- ❖ Proficiency in event planning software and project management tools.
- ❖ Strong communication and negotiation skills.
- ❖ Ability to manage budgets and coordinate multiple teams.
- ❖ Leadership and problem-solving capabilities.

B. Roles and Responsibilities:

- ❖ Event Planning & Coordination: Oversee the end-to-end planning and execution of events, including corporate functions, festivals, and conferences.
- ❖ Venue Management: Ensure venues are well-maintained, secure, and equipped for events, managing logistics such as seating, audiovisual equipment, and catering.
- ❖ Vendor & Stakeholder Management: Collaborate with vendors, suppliers, and key stakeholders to ensure smooth event operations and successful partnerships.
- ❖ Budgeting & Financial Oversight: Manage event budgets, control costs, and ensure profitability through financial planning.
- ❖ Team Leadership: Lead event teams, delegate tasks, and provide guidance throughout the event lifecycle.
- ❖ Client Liaison: Serve as the primary point of contact for clients, ensuring their vision is met and satisfaction is achieved.
- ❖ Compliance & Safety: Ensure all events comply with regulations, safety standards, and licensing requirements.
- ❖ Post-Event Reporting: Analyse event outcomes, gather feedback, and prepare post-event reports to measure success and recommend improvements.

C. Key Skills: Event logistics, budgeting, stakeholder management, leadership, communication, and time management.

4. Event Manager (Madurai)- (01) - Rs. 50,000 - 75,000

A. Qualifications:

- ❖ Any Degree
- ❖ Preferred qualification: Bachelor's degree in Event Management, Hospitality, Business, or a related field.
- ❖ 4 years of experience in event planning and management.
- ❖ Proficiency in event planning software and project management tools.
- ❖ Strong leadership, communication, and organizational skills.
- ❖ Ability to manage budgets and multitask in fast-paced environments.
- ❖ Knowledge of local regulations and vendors in Madurai is preferred.

B. Roles and Responsibilities:

- ❖ Event Planning & Execution: Plan, coordinate, and execute events from concept to completion, including festivals, corporate events, and cultural programs.
- ❖ Vendor & Supplier Coordination: Work with local vendors and suppliers to manage logistics, catering, and equipment needs.
- ❖ Budget Management: Develop and oversee event budgets, ensuring cost control and financial efficiency.
- ❖ Venue Selection & Management: Identify, book, and manage venues suitable for the event scale and type.
- ❖ Team Supervision: Lead and manage a team of event coordinators, assigning tasks and ensuring smooth event operations.
- ❖ Client & Stakeholder Liaison: Serve as the primary point of contact for clients and key stakeholders, ensuring all event needs are met.
- ❖ Marketing & Promotion: Collaborate with marketing teams to promote events through social media, digital platforms, and local outreach.
- ❖ Post-Event Evaluation: Gather feedback, analyse event success, and provide reports to clients and management for future improvements.

C. **Key Skills:** Event logistics, budget management, vendor coordination, communication, leadership, and local market knowledge.

5. Associate (IT Monitoring) - (01) - Rs. 20,000 - 40,000

A. Qualifications:

- ❖ Bachelor's degree in Information Technology, Computer Science, or a related field.
- ❖ 2 years of experience in IT monitoring, systems administration, or technical support.
- ❖ Familiarity with monitoring tools (e.g., Nagios, Zabbix, Grafana).

- ❖ Basic knowledge of networking, server management, and database systems.
- ❖ Strong analytical and troubleshooting skills.
- ❖ Good communication and team collaboration abilities.

B. Roles and Responsibilities:

- ❖ System Monitoring: Monitor IT systems, applications, and network infrastructure for performance, availability, and security issues.
- ❖ Incident Management: Identify, log, and escalate incidents to the appropriate technical teams for resolution, ensuring timely response.
- ❖ Reporting: Generate and maintain monitoring reports, dashboards, and metrics to track system performance and availability.
- ❖ Configuration Management: Assist in maintaining accurate documentation of IT assets, configurations, and monitoring protocols.
- ❖ Collaborative Support: Work with IT teams to implement solutions and improvements based on monitoring insights.
- ❖ Alert Management: Respond to alerts and notifications from monitoring tools, conducting initial analysis and troubleshooting.
- ❖ Continuous Improvement: Suggest enhancements to monitoring processes and tools to optimise system performance and reliability.

C. Key Skills: IT monitoring, incident management, analytical thinking, troubleshooting, communication, and teamwork.

6. Senior Associate (Project Formulation) - (02) - Rs. 50,000 - 75,000

A. Qualifications:

- ❖ Master's degree in Tourism Management, Business Administration, or a related field.
- ❖ 4 years of experience in project formulation, planning, or management within the tourism sector.
- ❖ Strong understanding of sustainable tourism practices and economic impact assessments.
- ❖ Excellent analytical, communication, and presentation skills.

B. Roles and Responsibilities:

- ❖ Project Development: Lead the formulation and planning of tourism projects, including feasibility studies and project proposals.
- ❖ Stakeholder Engagement: Collaborate with government agencies, tourism boards, and local communities to gather input and support for project initiatives.
- ❖ Research & Analysis: Conduct market research and analysis to identify trends, opportunities, and challenges in the tourism sector.

- ❖ **Budgeting & Financial Planning:** Develop project budgets and financial models to ensure sustainable funding and resource allocation.
- ❖ **Regulatory Compliance:** Ensure all projects comply with local regulations, environmental standards, and tourism policies.
- ❖ **Documentation & Reporting:** Prepare comprehensive project documentation, including reports, presentations, and proposals for stakeholders.
- ❖ **Monitoring & Evaluation:** Establish metrics for project success and monitor outcomes, making adjustments as needed for continuous improvement.

C. Key Skills: Project formulation, stakeholder management, analytical thinking, budgeting, communication, and knowledge of sustainable tourism practices.

7. Architect - (03) - Rs. 50,000

A. Qualifications:

- ❖ Bachelor's in Architecture.
- ❖ 4 years of experience in architectural design, preferably in tourism-related projects (hotels, resorts, cultural centres etc).
- ❖ Proficiency in design software (e.g., AutoCAD, Revit, SketchUp).
- ❖ Knowledge of sustainable design practices and regulations related to tourism and hospitality.
- ❖ Strong creative, analytical, and problem-solving skills.

B. Roles and Responsibilities:

- ❖ **Design Development:** Create innovative architectural designs for tourism facilities, ensuring they enhance the visitor experience and align with local culture.
- ❖ **Project Coordination:** Collaborate with project managers, engineers, and stakeholders to ensure design feasibility and adherence to project timelines.
- ❖ **Site Analysis:** Conduct site assessments to evaluate environmental impacts, zoning regulations, and potential challenges in tourism development.
- ❖ **Sustainability Integration:** Incorporate sustainable practices and materials into designs to promote environmental responsibility in tourism.
- ❖ **Presentation & Documentation:** Prepare design presentations,

detailed drawings, and specifications for project approvals and stakeholder reviews.

- ❖ **Quality Assurance:** Ensure that all architectural work complies with relevant codes, standards, and quality benchmarks throughout the project lifecycle.

C. **Key Skills:** Architectural design, project coordination, site analysis, sustainability, communication, and proficiency in design software.

8. Intern Architect - (04) - Rs. 20,000

A. Qualifications:

- ❖ Pursuing or recently completed a Bachelor's degree in Architecture.
- ❖ Basic understanding of architectural design principles and tourism-related projects.
- ❖ Familiarity with design software (e.g., AutoCAD, SketchUp, Revit) is a plus.
- ❖ Strong creative, analytical, and problem-solving skills.
- ❖ Good communication and teamwork abilities.

B. Roles and Responsibilities:

- ❖ **Assistance in Design:** Support senior architects in developing design concepts for tourism projects, including hotels, resorts, and visitor centres.
- ❖ **Site Research:** Conduct site visits and gather information on environmental conditions, zoning, and cultural context relevant to tourism development.
- ❖ **Drafting & Modeling:** Create preliminary drawings, 3D models, and presentations to aid in the design process.
- ❖ **Documentation:** Assist in preparing project documentation, including reports and design specifications for client presentations and approvals.
- ❖ **Collaboration:** Work with project teams to ensure design ideas align with project goals and client expectations.
- ❖ **Learning & Development:** Engage in learning opportunities to understand architectural practices and tourism trends, enhancing professional growth.

C. **Key Skills:** Architectural design, teamwork, drafting, creativity, and basic knowledge of design software.

9. Intern (Civil Engineer) - (04) - Rs. 20,000

A. Qualifications:

- ❖ Pursuing or recently completed a Bachelor's or Master's degree in Civil Engineering, Structural Engineering, Environmental Engineering, or a related field.
- ❖ Basic understanding of engineering principles and their application in tourism projects.
- ❖ Familiarity with engineering software (e.g., AutoCAD, Civil 3D, SAP2000) is preferred.
- ❖ Strong analytical and problem-solving skills.
- ❖ Good communication and teamwork abilities.

B. Roles and Responsibilities:

- ❖ **Assistance in Project Development:** Support senior engineers in the planning and execution of engineering projects related to tourism infrastructure, such as roads, bridges, and facilities.
- ❖ **Site Assessments:** Conduct field visits to gather data on site conditions, materials, and environmental factors relevant to tourism developments.
- ❖ **Drafting & Analysis:** Help prepare engineering drawings, calculations, and analyses to support project design and decision-making.
- ❖ **Documentation:** Assist in the preparation of project documentation, including reports, specifications, and compliance with safety and regulatory standards.
- ❖ **Collaboration:** Work with multidisciplinary teams, including architects and planners, to ensure project alignment with tourism objectives.
- ❖ **Learning & Development:** Engage in training opportunities to enhance technical skills and knowledge of engineering practices in the tourism sector.

C. Key Skills: Engineering principles, teamwork, drafting, analytical thinking, and basic knowledge of engineering software.

10. Site Engineer (Civil) - 3 Positions - Rs. 40,000

A. Qualifications:

- ❖ Bachelor's degree in Civil Engineering.
- ❖ 5 years of experience in construction management or site

engineering, preferably in tourism or hospitality projects.

- ❖ Proficiency in engineering software (e.g., AutoCAD, Civil 3D).
- ❖ Strong understanding of construction practices, building codes, and safety regulations.
- ❖ Excellent communication and team collaboration skills.

B.Roles and Responsibilities:

- ❖ **Site Supervision:** Oversee construction activities on-site, ensuring work is carried out according to design specifications, timelines, and safety standards.
- ❖ **Quality Control:** Monitor the quality of materials and workmanship, conducting inspections and tests as needed.
- ❖ **Coordination:** Collaborate with architects, contractors, and subcontractors to resolve issues and ensure project progress.
- ❖ **Documentation:** Maintain accurate records of construction progress, including daily reports, change orders, and safety reports.
- ❖ **Budget Management:** Assist in managing project budgets, tracking costs, and reporting on financial status to senior engineers.

11. Site Engineer (Electrical) - 1 Position- Rs. 40,000

A.Qualifications:

- ❖ Bachelor's degree in Electrical Engineering.
- ❖ 5 years of experience in electrical engineering, particularly in installation and maintenance of electrical systems in construction projects.
- ❖ Familiarity with electrical design software and tools (e.g. ETAP, AutoCAD Electrical).
- ❖ Strong knowledge of electrical codes and safety regulations.
- ❖ Excellent communication and problem-solving skills.

B.Roles and Responsibilities:

- ❖ **Electrical Installation Supervision:** Oversee the installation of electrical systems, ensuring compliance with design specifications, safety codes,

and quality standards.

- ❖ **System Testing:** Conduct tests on electrical systems and equipment to ensure functionality and safety before project handover.
- ❖ **Coordination with Teams:** Work closely with civil engineers and other stakeholders to ensure seamless integration of electrical systems into the overall project.
- ❖ **Documentation:** Maintain accurate records of electrical installations, modifications, and compliance with regulatory standards.
- ❖ **Troubleshooting:** Identify and resolve electrical issues on-site, providing technical support as needed.

C. Key Skills: Civil/ electrical engineering principles, site supervision, quality control, teamwork, communication, and proficiency in relevant software.