



Date: 13.01.2023

Recruitment Notification No. Admin/HR/10/2023

Applications are invited through **email only** from eligible candidates who aspire to join Guidance for the following posts on a fixed term **contract basis** for three years on a **consolidated pay**. Guidance is a 28 years old non-profit registered society and nodal agency for investment promotion and single window facilitation of Government of Tamil Nadu.

Guidance is undergoing a massive evolution in line with technological transformation in the industry. Get real experience of various sectors such as aerospace, defence, renewable energy, electric vehicles, industry 4.0 and the likes. Come and join an exciting team to get hands on public policy experience in formulation and implementation!!





Nodal agency for investment promotion and facilitation, Govt. of Tamil Nadu

Recruitment Notification – Admin/HR/10/2023 dated 13.01.2023

Recruitment on contract basis on consolidated pay on rolling basis – Applications are invited from eligible candidates for various roles. For detailed notification and terms and conditions please visit [**www.investingintamilnadu.com.**](http://www.investingintamilnadu.com)

DIPR/0000/Display/2023

"சோதனை கடந்து சுதந்திரம் அடைந்தோம் சாதனை புரிந்து சரித்திரம் படைப்போம்"



Team	Designation	Approx. Consolidated Pay (lakhs) range/Annum
Investment Promotion	Senior Manager/ Manager/Senior Associate - IP	Up to 14.40 Lakhs/ Annum
Work Lab Cell	Senior Associate	Up to 8.16 Lakhs/ Annum
Ease of Doing Business	Senior Associate	Up to 8.16 Lakhs/ Annum
External Engagement/Country Desk	Senior Manager/ Manager/Senior Associate	Up to 14.40 Lakhs/ Annum
Policy	Senior Associate	Up to 8.16 Lakhs/ Annum
Media & Communication	AVP/Senior Manager/ Manager/Senior Associate	Up to 22.80 Lakhs/ Annum
HR & Admin	Senior Associate-Typist	Up to 8.16 Lakhs/ Annum

REQUIRED QUALIFICATIONS & EXPERIENCE

1. Senior Manager/ Manager/Senior Associate – Investment Promotion	
Qualifications	MBA from a reputed business school. or MA/MSc in Economics from top-tier Economics Departments; or M Tech/ME from top tier engineering college; or Post Graduate degree in Finance, Law from a top tier institution
Preferred Experience	3 to 7 years of experience with top tier corporate house / consulting firm / market research firm Or strong experience in sales and marketing for industrial parks & corridors / real estate service firms or similar Or trade association/ chamber/Embassy/ Investment Promotion Agency in the areas of investment promotion and facilitation, regulatory framework, project management and execution or Ease of Doing Business i) Understanding of Key Sectors (Electronics, IT, ITeS, Manufacturing, Automobile and Auto Ancillary, Aerospace and Defence etc.) ii) Experience in managing large projects for governments, private sector, multilateral clients and industry associations iii) Experience in managing projects for governments, private sectors, multilateral clients and industry associations.
Broad Job Description	a) Sector Analysis i) Develop sector specific strategies to attract investment in sectors/areas such as Defence, Renewable Energy, Food Processing, Electronics, Industry 4.0 b) Investment promotion i) Ensure execution of the investment strategy pertaining to the sectors allocated to him/her. ii) Organize and coordinate with stakeholders for meetings, roadshow and presentations. iii) Planning, coordinating and execute Mega summit event (end to end management). iv) Identify important domestic & international events on the



	<p>sectors for State participation and planning the participation.</p> <p>c) Investment Facilitation</p> <ul style="list-style-type: none"> i) Respond to investor queries / provide required information ii) Coordinate Single Window activities iii) Facilitate the new investors in the sector(s) – act as a relationship manager for key investors. iv) Interact with existing investors in the state on a regular basis v) Coordination with SIPCOT and other agencies for identification of land parcel for investors / undertaking site visit with the investors <p>d) Coordination</p> <ul style="list-style-type: none"> i) To develop the Go-to-Investor marketing strategies for Guidance Bureau in each focus sector and proactively market potential projects to investors and facilitate their approval by the respective authorities ii) Establish relationships with the relevant stakeholders in the Government and other promoting agencies and oversee project management to ensure achievement of targets iii) Coordinating with various departments of the state and central government on a regular basis iv) Coordination with Diplomatic Missions, Trade Bodies/Industrial and sectoral chambers and associations on a regular basis. v) Inbound & Outbound delegations – end to end coordination, facilitations & follow ups.
--	--

2. Senior Associate – Work Labs	
Qualifications	Prefer post graduate candidate with specialization in humanities, education management, public policy, economics, development studies or MBA from top tier colleges.
Preferred Experience	3-5years of work experience in promotion and execution of strategic alliances in academic or corporate institutions. Experience in corporate/academia curriculum development, industry-academia collaboration, talent development. Good understanding of Tamil Nadu’s higher education and skills development network.
Broad Job Description	<ul style="list-style-type: none"> i) Identify, engage and execute strategically aligned linkages between higher education and industrial network in the state for facilitating mutually beneficial tie-ups on recruitment, internships, curriculum reform work and industry-supported skills development programs in academic institutions. ii) Work with govt., educational and industrial decision makers in convening all the stakeholders to a single collaborative platform for increasing employability of workforce in the state. iii) Organize multi-disciplinary stakeholder engagement, interventions and thinktanks between industry and academia to identify common areas of interest in talent development in blue collar and higher order (R&D) skills development. iv) Support state govt. in organizing industrial job fairs, recruitment and internships drives in Tier 2 and 3 districts. v) Stakeholder management of high-profile clientele in industry and academia network.



3. Senior Associate – Ease of Doing Business	
Qualifications	Masters/PhD in Economics / Finance/ Statistics and Public Policy from a top tier institution
Preferred Experience	3 to 5 years of relevant experience in economic and social data management, and policy analysis/formulation
Broad Job Description	<p>Develop an understanding of the relevant business regulations/compliances enforced by all the State Departments and suggest improvements/recommendations on the same to enhance the ease of doing business within the State.</p> <p>i)Work as a part of the Ease of Doing Business team involved in ensuring a smooth and conducive business ecosystem for businesses in Tamil Nadu.</p> <p>ii)Establish a robust relationship with all relevant state government departments/ agencies.</p> <p>iii)Conduct a detailed analysis of burdensome compliances existing under various Acts/Rules.</p> <p>iv)Handhold, guide and assist implementation agencies in reforms implementation as and when required</p> <p>v)Assist in engaging with various third-party vendors contracted by Guidance for various tasks</p> <p>vi)Represent the State of Tamil Nadu in various business forums and stakeholder consultations</p> <p>vii)Conduct a detailed analysis of good global practices to be adopted by implementing agencies</p> <p>viii)Contribute towards management of internal guidance projects</p> <p>ix)Contribute towards thought leadership in the form of articles, op-eds etc.</p>
Other Skills	<p>i)Knowledge of statistical methods and concepts underlying economic, financial, and economic indicators</p> <p>ii)Expert at Microsoft Office (PowerPoint, Excel, Word)</p> <p>iii)Relevant experience includes Regulatory and Legal reforms in Government systems/ institutions Government/ Business Process Reengineering or working closely with government departments in implementing projects</p> <p>iv)Conducting surveys on regulatory reforms - local and national surveys on Business</p> <p>v)Experience in managing projects for governments, private sectors, multilateral clients and industry associations.</p> <p>vi)Strong business communication & etiquette, networking skills, and stakeholder management</p>



4. Senior Manager/ Manager/Senior Associate – External Engagement	
Qualifications	MBA or equivalent with Economics /Statistics / Commerce/ Finance/Computer Science/ Business Administration / Journalism / Mass communications / Engineering / equivalent
Preferred Experience	3-5years of work experience in embassies/consulates/bilateral multilateral agencies/ international trade association/ Embassy/Investment Promotion Agency in the areas of international engagement, trade relations, investment promotion and facilitation, and execution or Ease of Doing Business.
Broad Job Description	<ul style="list-style-type: none"> i) To promote Tamil Nadu as an investment destination to the global community by engaging with governments (national and international), foreign missions and Indian missions abroad, multilateral and bi-lateral agencies, development banks, trade associations etc. ii) To actively promote and facilitate trade and investment delegations into Tamil Nadu from various global destinations. iii) Researching the respective country or region thoroughly and adapting strategies accordingly. iv) Track and collate statistics on economic data of interest such as FDI, employment, IIP, etc. between the two countries. v) Manage every aspect of our new expansion and operations in the respective country vi) Network effectively with their local clients, associations, consulate and develop strong professional relationships.
Other Skills	<ul style="list-style-type: none"> i) Excellent PowerPoint skills. Must be able to express ideas effectively in a clear and concise manner. Prior experience of creating client presentations is strongly preferred. ii) Excellent communication and interpersonal skills. iii) Ability to perform under pressure and meet deadlines. iv) Attention to detail. v) Entrepreneurial attitude to handle challenging tasks, deal with ambiguity and shoulder responsibility

5. Senior Associate - Policy	
Qualifications	Masters/PhD in Economics / Finance/ Statistics and Public Policy from a top tier institution
Preferred Experience	3 to 5 years of relevant experience in economic and social data management, and policy analysis/formulation
Broad Job Description	<ul style="list-style-type: none"> i) Extensive primary and secondary research. ii) Undertake qualitative and quantitative research iii) Compilation and analysis of data to draw insights that can guide project strategic directions. iv) Writing reports, articles and making presentations with suitable use of graphics. v) Travel to meet with clients, experts and other stakeholders. vi) Organizing conferences and workshops. vii) Support with investment promotion and facilitation efforts.



Other Skills	<ul style="list-style-type: none"> i) Knowledge of statistical methods and concepts underlying economic, financial, and economic indicators ii) Knowledge of econometric and statistical analysis techniques and principles and use of computer packages for the same such as R/STATA/Python. iii) Expert at Microsoft Office (PowerPoint, Excel, Word) iv) Ability to interpret and communicate statistical information in a clear and analytically rigorous manner. v) Experience in drafting policy notes, policy briefs, whitepapers etc. vi) Strong analytical skills and exemplary writing skills vii) Efficient time management skills, with an ability to deliver high quality content to meet tight deadlines
---------------------	---

6. AVP/Senior Manager/ Manager/Senior Associate – Media & Communication	
Qualifications	Post Graduate degree in communications, journalism, or related field.
Preferred Experience	10+ years post qualification experience in a good digital marketing agency/ MNC/ nodal agency/ reputed corporate house with a demonstrable experience leading and managing SEO/SEM, email campaigns, social media campaigns and/or digital advertising campaigns
Broad Job Description	<ul style="list-style-type: none"> i) Community Management, Content Marketing, Content Writing, Social Media Marketing (SMM), and Web Analytics. ii) Creating an effective editorial plan and publishing for the brand. Guidance’s editorial requirements include basic SEO understanding, content categorization, and structure, content development, distribution, measurement and improvement iii) Channel management of digital content hubs and all supporting social channels including but not limited to email/newsletter distribution. This person must understand the basic best practices of the main social media channels, which content and approaches work for Guidance iv) Edit, proofread and improve content basis customer (internal and external) feedback and post analyzing traffic response metrics v) Formulating high-quality novel content, a combination of written and visual content for each social media campaign, and map it with the content and channel strategy vi) Building a social media presence by maintaining a solid online presence and improve the Alexa rankings of Guidance’s website, drive traffic (in terms of followers and engagement) on all the social media handles vii) Monitoring the Guidance's brand on social media and responding to the queries in a timely manner viii) Managing our online communities to ensure respectful and appropriate engagement
Other Skills	<ul style="list-style-type: none"> i) Solid knowledge of website analytics tools ii) Working knowledge of ad serving tools iii) Experience in setting up and optimizing Google AdWords campaigns iv) Good writing/ editing skills, editorial mindset with an ability to predict audience preferences



7. Senior Associate - Typist	
Qualifications	Bachelor Degree in English / Tamil / Commerce / Finance/ Computer Science/ Business Administration / Journalism / Mass communications equivalent
Preferred Experience	3-5 years of experience as a "Steno Typist" with good typing skills in English and Tamil associated with corporate firm, consulting firm, market research firm; reporting directly to senior management.
Broad Job Description	i) Reading, Writing and Editing copies of Government documents, Letters and Internal notes. ii) Ensuring translated texts conveys original meaning. iii) Proofread translated texts for grammar, spelling and punctuation accuracy (English to Tamil and vice versa) iv) Follow up with internal team members and clients to ensure translation meets their needs v) Handling correspondence directed by Managing Director & Executive Director vi) Should be able to uphold a strict level of confidentiality and sustain a level of professionalism among staff and clientele

APPLICATION:

- The aspiring candidates may apply through email only in the format prescribed in "Annexure - I" of this notification.
- The completed applications in pdf format shall be mailed to recruitment@investtn.in.
- The subject of email shall be "Application for -----Name of the Post-----/ -----Name of the Candidate."
- There is no registration / application fee.

RECRUITMENT PROCESS:

- The recruitment will be based on an examination and /or interview or both in English in Chennai.
- The interview format will be communicated to the candidates through email. In exceptional cases, interview alone can be done via video.



GENERAL INFORMATION:

- The post is on a fixed term contract for three years and it can be extended beyond the three-year period at the sole discretion of GUIDANCE and will be reviewed every year based on performance
- Only Indian Nationals are eligible to apply.
- All examinations and/or interviews at discretion of Guidance will be conducted in English at Chennai.
- While appearing for the interview, the candidate should produce all the required and valid original certificates/ documents prescribed below. In the absence of original certificates/ documents, candidature of the candidate shall be cancelled. Guidance takes no responsibility to receive/collect any certificate/remittance/document sent separately.
- **CERTIFICATE OF PHYSICAL FITNESS:** Candidates selected for appointment to the post will be required to produce a certificate of physical fitness from the Medical Officer of rank as stipulated by Guidance.
- Correct and true information regarding arrest, convictions / debarment / disqualification by any recruiting agency, criminal or any disciplinary proceedings initiated or finalized, participated in agitation or any Political Organization, candidature in election for parliament / State Legislature / Local Bodies, etc., if any, should also be furnished to the Guidance at the time of application, i.e., the details thereof. original of the judgement of Acquittals, order / or G. O. dropping further action in Departmental proceedings or any document that may prove the suitability of such candidates for a Government appointment in such cases must be produced at the stage/time of certificate verification / interview.
- Applications containing wrong claims relating to basic qualification / eligibility age / category of reservation / educational qualification will be liable for rejection.
- Words of masculine gender in these instructions should wherever the context so requires be taken to include everyone.

LIST OF ORIGINAL DOCUMENTS TO BE PRODUCED AT THE TIME OF INTERVIEW (AS APPLICABLE)

- Printout of the valid interview Call Letter and application form
- Proof of date of birth (Birth Certificate issued by the competent Municipal authorities or SSLC/X std. with DOB)



- Photo identity proof (with the photo of the candidate clearly visible) issued by the competent authority viz., Aadhar Card/ Passport/ Electors Photo ID Card/ PAN Card or Driving license. No other ID cards will be accepted.
- Mark-sheets & Certificate or 10th Std/HSC/Graduation or qualifying degree examination etc.
- Candidates serving in Government/Quasi Govt. offices/Public Sector Undertakings (including Nationalized Banks and Financial Institutions) are required to produce a No Objection Certificate from their employer at the time of attending the interview.
- Experience certificate
- Any other relevant documents in support of eligibility or evidence of past work (write ups / proposals etc.)

Note: Non submission of requisite certificate/ documents by the candidate at the time of interview will debar his/her candidature from further participation in the recruitment process. Issuance of offer of appointment lies solely at the discretion of Guidance and its decision will be final and binding.

IDENTITY VERIFICATION:

- The candidate's identity will be verified with respect to his/her details on the call letter, in the attendance list and requisite documents submitted.
- If identity of the candidate is in doubt, the candidate may not be allowed to appear for the examination/interview. In case of candidates who have changed their name, they will be allowed only if they produce original Gazette notification/their original marriage certificate / affidavit in original.
- Candidates must note that the name as appearing on the call letter (provided during the process of registration) should match the name as appearing on the photo identity proof. Female candidates who have changed first/last/middle name post marriage must take special note of this. If there is any mismatch between the names indicated in the Call Letter and Photo Identity Proof, the candidate will not be allowed to appear for the examination.

OTHER INSTRUCTIONS:

- Before applying for the post, the candidate should ensure that he/she fulfils the eligibility and other norms mentioned in this notification. Candidates are therefore advised to carefully read this notification and follow all the instructions given.
- A candidate's admission to the examination/ interview and subsequent processes is strictly provisional. The mere fact that the call letter(s)/provisional allotment has



been issued to the candidate does not imply that his/her candidature has been finally cleared by the Guidance. Guidance would be free to reject any application, at any stage of the process, cancel the candidature of the candidate in case it is detected as any stage that a candidate does not fulfill the eligibility norms and/or that he/she has furnished any incorrect/false/ information/ certificate / documents or has suppressed any material fact(s). If candidature of any candidate is rejected for any reason according to the terms and conditions of this notification, no further representation in this regard will be entertained. If any of these shortcoming(s) is/are detected after appointment in Guidance, his/her services are liable to be summarily terminated.

- Decision of Guidance in all matters regarding eligibility of the candidate, the stages at which such scrutiny of eligibility is to be undertaken, qualifications and other eligibility norms, the documents to be produced for the purpose of conduct of examination, interview, verification etc. and any other matter relating to Recruitment Process will be final and binding on the candidate. No correspondence and personal enquires shall be entertained by Guidance in this behalf.
- Not more than one application should be submitted by the candidate. In case of multiple applications only the latest valid (submitted) application will be retained.
- Any dispute arising out of the notification including the recruitment process shall be subject to the sole jurisdiction of the Courts situated in Chennai.
- Any canvassing or creating influence for undue advantage shall lead to disqualification from the Recruitment Process.
- Any request for change of address, details mentioned in the submitted application will not be entertained subsequently.
- A candidate should ensure that the signatures appended by him /her in all the places viz. in his /her call letter, attendance sheet, etc. and in all correspondence with the Guidance in future should be identical and there should be no variation of any kind.
- A recent recognizable photograph MUST be uploaded by the candidate in the online application and the candidate should ensure that copies of the same are retained for use at various stages of the process. Failure to produce the same photograph at various stages of the process or doubt about identity at any stage could lead to disqualification.
- Candidates will have to appear for the examination/ interview at their own expense.
- Appointment of selected candidates is subject to his/her being declared medically fit and as per other requirements of Guidance as mentioned in this notification and subject to service and conduct rules of Guidance, as decided by the Governing Body.



- Guidance reserves the right to reschedule/ change (cancel/modify/add) any of the criteria, conduct of the examination/interview/method of selection and provisional allotment etc.
- Intimations will be sent to the applicants by SMS or email only to the primary mobile number or email respectively mentioned in the application form submitted by the candidates. Hence, the applicant shall enter valid and functional mobile number and email ID.
- Appropriate action against the candidates found guilty of misconduct/ use of unfair means will be taken as per the norms of the Guidance.
- Guidance shall not be responsible if the information /intimation do not reach candidates in case of change in the mobile number, technical fault or otherwise, beyond the control of the Guidance and the candidates are advised to keep a close watch on our authorized website for latest updates, till the recruitment process gets completed.
- Guidance reserves the right to alter the Designation/ Pay range based on the skillset of the candidates.

ANNOUNCEMENTS:

- All further announcements/details pertaining to this process will only be published in the authorized website www.investingtamilnadu.com from time to time.
- The above post, corresponding job description and number of vacancies are subject to change from time to time depending upon the evolving need of the organization. So, you are advised to keep visiting the website for current vacancies and position.

Date: 13.01.2023

Place: Chennai - 600018

MD & CEO,

GUIDANCE



Annexure I

Recruitment Notification: Admin/HR/10/2023					
For Office Use Only					
Date of Receipt:					
Application for the post of:					
Application Number:					
Details					
Full Name					
Gender					
Date of Birth					
Age					
Nationality					
Primary Mobile number					
Alternate Mobile number					
Primary E-mail					
Current Address					
Permanent Address					
Education Qualifications					
Qualification	Year of Graduation	% of marks or GPA	Institution	Board / University	State / Country
Undergraduate Degree					
Post Graduate Degree					
Others					
Other Skills / Certifications					



Awards				
Languages known	Speak			
	Read			
	Write			
Work Experience				
Name of the Organization	Designation	From	To	Annual Remuneration INR
References (<i>Minimum three</i>) Name / Designation / Company				
Extra-curricular activities				
Notice Period in current organization				
If offered the position, your earliest start date (<i>Mandatory response</i>)				
Expected Compensation for the position (<i>Mandatory response</i>)				
Willingness to relocate to Chennai (Yes/No) (<i>Mandatory response</i>)				
Recent passport size color photograph		Signature of the applicant Date:		

Note: It is mandatory to attach the latest resume with the filled Annexure.