

 सत्यमेव जयते	भारत सरकार / GOVERNMENT OF INDIA विकास आयुक्त का कार्यालय/ OFFICE OF THE DEVELOPMENT COMMISSIONER सीपज़ विशेष आयुक्त क्षेत्र / SEEPZ SPECIAL ECONOMIC ZONE वाणिज्य एवं उद्योग मंत्रालय / MINISTRY OF COMMERCE & INDUSTRY अंधेरी (पूर्व), मुंबई - 400 096 / ANDHERI (EAST), MUMBAI - 400 096. टेली / Tel : 022-28294790 ई-मेल /E-mail : dcseepz-mah@nic.in वेबसाइट / Web-site : www.seepz.gov.in	 75 भारत का अमृत महोत्सव
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F.No.SEEPZ-SEZ/ADMIN/38/2001-02/01888

21.02.2022

REQUEST FOR EXPRESSION OF INTEREST (REOI)
cum
TERMS OF REFERENCE

For Engagement of a Communications and Operations Manager on a Full-Time Contractual Basis

Background

Santacruz Electronics Export Processing Zone (SEEPZ) is a Special Economic Zone in Mumbai, India, created in 1973. With a view to overcome the shortcomings experienced on account of the multiplicity of controls and clearances; absence of world-class infrastructure, and an unstable fiscal regime and with a view to attract larger foreign investments in India, the Special Economic Zones (SEZs) Policy was announced in April 2000. SEEPZ was one of the three Export Processing Zones converted as Special Economic Zone w.e.f. 1st November, 2000. There are more than 400 units inside SEEPZ (Santacruz Electronic Export Processing Unit) SEZ, Mumbai.

On the 19th of August 2021 the Hon'ble Minister, Ministry of Commerce and Industry, Government of India announced a commitment of Rs. 200 Crore for the rejuvenation and refurbishment of SEEPZ, SEZ. This is particularly important for SEEPZ as it is entering 50th year of its existence in May 2022. The Golden Jubilee Year (from May 2022 to May 2023) shall be celebrated alongside 'Azadi ka Amrit Mahotsav' which commemorates 75 years of India's independence. In this backdrop, to communicate the 50 years of SEEPZ history, and to plan and execute various events for the Golden Jubilee Year, the SEEPZ-SEZ Authority wants to engage a Communications and Operations Manager on a full-time contractual basis for period of 15 months.

Objectives and Scope of Work

The Communications and Operations Manager shall primarily be responsible for event management, public relations, social media management and communications management for SEEPZ SEZ Authority, with a special focus on various activities pertaining to the Golden Jubilee Celebrations and also assisting in multiple responsibilities with relation to the Rs 200 Crore Rejuvenation plan of SEEPZ, SEZ.

The specific roles and responsibilities shall include but not be limited to the following:

- i. Create, handle and maintain SEEPZ accounts / channels on various social media platforms like Twitter, Face book, YouTube, Instagram etc.
- ii. Design a communications strategy plan that builds on the strategic priorities of SEEPZ
- iii. Highlight key news of events, announcements and achievements of SEEPZ SEZ in various social, digital and print media.
- iv. Brand, position and promote SEEPZ SEZ as one of the largest hubs for export processing.
- v. Facilitate local and national media partnerships/ alliances.
- vi. Manage media relations and networks and improving their interaction with the stake holders.
- vii. Conceptualize and execute media and promotional strategy and suggest tools to execute the same.
- viii. Manage and track online, print & electronic coverage of the events and activities happening at SEEPZ SEZ.
- ix. Plan, manage and execute various events on the occasion of Golden Jubilee year and "Azadi ka Amrit Mahotsav".
- x. Coordinate all activities pertaining to venue selection, stage / pandal setup, audio-video arrangements, lighting arrangements, decorations, anchoring, etc.
- xi. Arrange audio-video documentation of various events and activities and assist in preparation of reports.
- xii. Coordinate preparation of various publications such as memorabilia, special newspaper editions, coffee table books, etc.
- xiii. Assist in operational and managerial aspects of the master plan for the Rs 200 Crore Rejuvenation plan for SEEPZ-SEZ.

Qualification Requirements

Educational Qualifications:

- B.E. / B.Tech with MBA / Post Graduate Diploma in Management.

Experience Requirements:

- At least 8 years of cross-cultural experience in Marketing, Brand Management, Vendor Management and Administrative Team Leadership.
- Must have experience of social media, event management, government promotional programs and event management and operations coordination.

Upper Age Limit: 45 years as on 1st January 2022.

Remuneration and Duration of Engagement

The Communications and Operations Manager shall be appointed on a contractual basis for a period of 15 months. There shall be no subsequent extensions to the contract. A

gross monthly remuneration of Rs. 85,000/- to Rs.1,00,000/- per month shall be offered to the selected Manager based on their past experience, previous pay, etc. The Communications and Operations Manager shall be required to work at the client's location i.e. SEEPZ SEZ, Andheri on a full-time basis. Selected candidate may be provided type B accommodation in the SEEPZ SEZ residential quarter depending on availability.

Application Procedure

1. Interested candidates shall submit their CVs along with a cover letter justifying their fitness for the role with respect to the desired qualifications by email to the SEEPZ Authority at dcseepz-mah@nic.in, on or before 7th March 2022.
2. The Evaluation Committee shall evaluate the CVs and invite the qualified candidates for an interview. The interview may be held at SEEPZ office or online as per Authority's decision.
3. The remuneration shall be fixed based on factors such as internal estimates of the Committee, last pay drawn of the selected candidate, etc.
4. Detailed terms and conditions of engagement shall be shared with the selected candidate prior to signing of the contract agreement.


Dy Development Commissioner/
Head of Office
SEEPZ-SEZ