



COMMUNICATIONS SPECIALIST

Tamil Nadu Infrastructure Fund Management Corporation Limited (TNIFMC) is a SEBI regulated Alternative Investments Funds (AIF) manager, set up by the Government of Tamil Nadu along with leading financial institutions. TNIFMC manages focussed AIFs in key sectors of the economy.

TNIFMC is seeking a dynamic and skilled **Communications Specialist** to join our growing team. This role will be instrumental in communicating TNIFMC's mission, impact, and investment activities to a diverse audience, including investors, stakeholders, media, and the public. The ideal candidate will possess a strong journalistic background, exceptional writing abilities, and a keen understanding of financial and infrastructure sectors, with the ability to translate complex information into engaging and accessible content.

Location: Work from office, Chennai.

Key Responsibilities:

- **Content Strategy & Creation**

- Develop and implement a content calendar aligned with the fund's investment thesis, portfolio news, events, and thought leadership.
- Create high-quality, engaging content including posts, graphics, videos, newsletters and stories across LinkedIn, Twitter, YouTube, Medium, and other relevant platforms.
- Design Print and digital collaterals including but not restricted to brochures, standees, social media posters, banners, presentations, business cards.
- Create and curate content in English & Tamil for the digital and print collaterals.
- Create informative and visually appealing infographics and prepare reports. (Research and compile data to create informative and visually appealing infographics and prepare reports.)

- **Social Media Management**

- Manage day-to-day activities on all social platforms. Update and maintain the website and social media handles of the organisation
- Monitor and respond to community interactions, fostering engagement with founders, investors, and the startup community.
- Track and report on performance metrics (engagement, reach, follower growth, etc.) and optimize accordingly.



- **Brand & Thought Leadership**

- Collaborate with partners and investment teams to amplify their voices online.
- Promote portfolio companies through spotlight posts, case studies, and announcements.
- Position the fund as a forward-thinking, founder-friendly VC through consistent messaging.

- **Campaign Management**

- Plan and execute digital campaigns around fund announcements, new investments, events, or insights.
- Coordinate with PR and media teams (if any) to ensure cohesive communications.
- Take photographs and videos of events, meetings and VIP visits and at events represented by the organization using camera or mobile phones

- **Trend Monitoring**

- Stay up to date on industry trends, competitor activity, and social media innovations relevant to VC and startups.

Qualifications:

- Bachelor's degree or higher in graphic design / visual communication / Journalism, Mass Communication, English / related field from a reputed institution
- Proven work experience (5+ years) as a journalist, content writer, or reporter, preferably with experience in business, finance, or infrastructure reporting.
- Minimum 3 years of experience in social media marketing, preferably in a startup, VC, or tech ecosystem.
- Experience in business journalism or financial reporting.
- A strong portfolio of published articles, news reports, or content pieces.
- Strong written and verbal communication skills in English and Tamil
- Strong writing and storytelling skills tailored to professional audiences.
- Proficiency with tools like Hootsuite, Canva, Buffer, HubSpot, or equivalents.
- Knowledge of startup/VC culture and ability to speak the language of founders and investors.
- Data-driven mindset with experience using analytics to inform strategy. Detail-oriented with a strong work ethic



- Experience working directly with founders, partners, or C-level stakeholders is a plus.
- Demonstrated ability to work independently and manage multiple tasks effectively

Nice-to-Have:

- Experience in brand building for a new or early-stage VC fund.
- Basic graphic design or video editing skills.

How to Apply

To apply please submit your resume at resume@tnifmc.com with the subject line of the email as “Application for the post of Communications Specialist” with a portfolio showcasing presentation or infographic design work (if available).