



TERMS OF REFERENCE

MARKETING AND COMMUNICATION MANAGER SERVICES AT THE JOB CENTER.

We are currently hiring a Marketing and Communications Manager who will be responsible for managing the design, implementation, and management of a range of online & offline communication strategies.

RESPONSIBILITY

1. Developing, executing, and governing marketing communications concepts and programs for engaging various stakeholders as per Ministry of Economic Development's strategy and working closely with business representatives and marketing for ensuring content alignment and feasibility of the concepts and programs
2. Responsible for developing, implementing, measuring, and improving communication plans for supporting marketing initiatives for achieving the objectives of Job Center and ensuring the development of cross-functional marketing initiatives.
3. Developing content, and story line through all communication channels and materials for establishing coherent internal and external messaging and brand equity.
4. Creating and maintaining the communications materials for ensuring that messages are integrated into the Motion segments, messaging, creating materials can be included, but are not limited to internal articles, success stories, case studies, customer presentations, etc.
5. Researching, identifying, and selecting external marketing communications service providers and defining quality and delivery targets for externally assigned activities, monitoring ongoing progress, and resolving issues.
6. Developing promotional activities using events, fairs, online campaigns, print media, and other communications vehicles for promoting products, systems, and services.
7. Defining key targets and quality metrics for marketing communications initiatives and reviewing and evaluating results upon completion of the activities.
8. Developing and maintaining digital content.
9. Attend to ad-hoc work related to the Job Center that is assigned by the Ministry of Economic Development.

QUALIFICATIONS AND EXPERIENCE

1. Under Graduate with 4 years of experience OR O'Level with 7 years of experience in the field of media and communication.
2. Strong understanding of Marketing and Media production.
3. Solid experience in managing media events
4. Ability to multitask and work well under pressure.
5. Outstanding organizational and leadership skills.
6. Fluency in both Dhivehi and English including outstanding writing, communication and interpersonal skills.

DURATION OF SERVICE:

The contract is set for a duration of 12 calendar months (1 year)

WORKING HOURS:

The selected individual will be required to work from 0800 – 1600 hrs on weekdays (from Sunday till Thursday) or as required by the Ministry of Economic Development.

REMUNERATION:

The Marketing and Communication Manager will be paid a lump-sum of MVR 20,000 per month.