

Terms of Reference

Communications Coordinator

Invest Maldives, established under the Ministry of Economic Development, is the lead government agency responsible for investment promotion and facilitation. It offers a one-stop-shop service that takes investors through the complete cycle of investing in the Maldives.

A primary focus of Invest Maldives is to showcase Maldives as an attractive investment destination through up to date information on the doing business climate of the country and of economic opportunities available. Towards this end, Invest Maldives intends to capitalize on various international investment promotion forums, carry out a more active role in bi-lateral cooperation with major development partners, as well as engage in direct marketing of projects and opportunities with potential partners.

Key Responsibilities

The Communications Coordinator will be responsible for the following:

1. Prepare the marketing and promotion plan for Invest Maldives
2. Establish relationships with foreign missions of the Maldives and develop a coordinating arrangement to liaise and effectively communicate investment opportunities and information on doing business environment.
3. Formulate and implement effective communication strategies to promote Maldives as a foreign investment destination and to disseminate information on projects undertaken by Invest Maldives.
4. Manage the website and social media platforms of the agency.
5. Organise and manage forums, events, campaigns and public relations activities undertaken by Invest Maldives.
6. Manage the production of written, verbal and visual content/media for promotion and information dissemination.
7. Attend to media enquiries and manage relationships with the media and other stakeholders.
8. Other relevant tasks assigned by Invest Maldives.

Minimum Qualification and Experience

1. The applicant must hold a bachelors degree in communication, public relations, marketing or a related field.
2. Minimum 3 years of work experience in communication, public relations, marketing or a related field.

Skills and Other Requirements

1. Excellent written and verbal communication skills.
2. Proficiency in Microsoft Office package.
3. Ability to effectively prioritize and execute tasks in high-pressure environments.
4. Ability to manage multiple tasks and work to tight deadlines.
5. Experience in working both independently and in team oriented, collaborative environments.

Working hours

0800-1600hrs, weekdays

The selected applicant may be required to work outside of the above working hours.

Gross Remuneration

MVR 26000/- per month

Only shortlisted candidates will be invited for interview