

TERMS OF REFERENCE (TOR)

Post:	Deputy Manager – Marketing and PR
No of Vacancies:	01
Post Type:	Full time
Department:	Operations Department / Marketing and PR Unit
Reporting to:	Chief Operating Officer

Key tasks, responsibilities, and deliverables:

- Planning, developing and implementing PR and marketing strategies.
- Organizing and conducting events and activities to enhance brand recognition, brand loyalty, and brand image.
- Establish and maintain effective working relationships with local media and key spokespeople.
- Analyze media coverage, and social media reactions and formulate advertising and marketing strategies to better reach potential clients.
- Prepare program-related documents or updates including profiles, success stories, and fact sheets.
- Seek opportunities for partnerships, sponsorships, and advertising.
- Maintaining and updating information on the organization's website.
- Managing and updating information and engaging with users on social media platforms.
- Liaising with, and answering inquiries from media, individuals, and other organizations.
- writing and editing, speeches, articles, and reports such as annual reports.
- Organizing events including press conferences, marketing campaigns, etc.
- Fostering community relations through events and through involvement in community initiatives.
- Studying market, corporation objectives, and PR policies and developing content that influences public opinion.
- Managing the PR aspect of a potential crisis.
- Plan, design and develop graphics based on corporate requirements.
- Provide support for ad-hoc requests as required by the Management.

Requirements and Qualifications:

- MQA level 7 qualification in a related field (Marketing /Communication /PR/ Media etc.) with 3 years of work experience in a related field.

Or,

- MQA level 9 qualification in a related field (Marketing /Communication PR/ Media etc.) with 1 year of work experience in a related field.

Other Competencies required:

- Should be a proficient user of MS Office software package.
- Strong analytical, problem-solving, and decision-making skills.
- Should be able to independently draft, type, and edit press releases, articles, etc. in Dhivehi and English.
- Excellent interpersonal and communication skills.
- Ability to think creatively and innovatively.
- Innovative in approach to building an online presence, knowledge of PR tools and tactics, and quick to respond to media trends.
- Up to date with the latest trends and best practices in online marketing and measurement.
- Being Familiar with Photoshop will be an added advantage.

Remuneration package:

- Gross pay between MVR 23,000 – MVR 26,100 depending on the Qualification and Experience.

Working Hours:

- The selected applicant will be required to work from 0800 to 1600 on weekdays.

Other benefits:

- Health Insurance as per company policy
- Training and development opportunities

Documents required with the job application:

- Complete and up-to-date Curriculum Vitae (CV).
- Copy of National Identity Card.
- Copies of academic certificates with transcripts.
- **All international certificates must be accredited by MQA**
- Reference letters from current/ previous employers certifying type of employment, job roles, and service period.
- Recommendation letters from previous supervisors or employers (optional).

How to Apply:

- Required documents should be submitted using the link:
<https://sdfcmv.aidaform.com/job-application-form-deputy-manager-marketing-and-pr>
before **26th December 2022, 14:00hours**.

Important notes to applicants:

- Incomplete applications will be rejected without further notice.
- Applications should be submitted only via the given link, applications received via email will be rejected.
- Only short-listed candidates will be notified for an interview.

For inquiries, please contact us on weekdays between 9:00 am to 14:00 pm via phone at 3026016 / 3026018 or email to careers@sdfc.mv