



Maldives Sports Corporation Ltd.

Social Media Marketing and Content Developer

13 May 2018

Post:

Social Media Marketing and Content Developer

Department:

Business Development and Marketing and Communication Department

Reporting arrangements:

The Social Media Marketing and Content Developer will report to Assistant Manager, Business Development.

Overall Responsibilities

The Social Media Marketing Consultant is expected to develop weekly theme based one-year marketing content to promote Sports, Fitness and Healthy lifestyle (4 themes per week, total 52 posts) for all social media platforms. Additionally, consultant is expected to work with social media team members to design and create innovative social media campaigns. And to help expand the digital footprint of Sports Corporation by producing multimedia content to publish them on major social media platforms.

Specific Duties**Material Development**

- Concept developing of weekly theme-based awareness posts to promote Sports, Fitness and Healthy lifestyle
- Graphics designing of social media awareness posts.
- Developing contents for awareness posts.
- Designing infographics for awareness posts.
- Developing write-ups for the concepts.
- Proofreading contents developed for social media platforms
- Preparing creative and attractive social media posts.
- To ensure that the strategic direction and message of Sports Corporation is executed consistently and properly in the social media sphere.
- Conducting research and analysis of similar social media trends, sites and tools before developing the themes
- Developing materials both in Dhivehi and English.

Competencies

- Strong verbal and written communication skills.
 - Excellent command of English and Dhivehi language, with impeccable spelling and grammar.
 - Creative and innovative thinker and writer.
 - Confident in producing work across multiple platforms.
 - Knowledge of digital marketing practices and tactics.
 - Ability to prioritize, manage time efficiently and meet deadlines.
 - Self-motivated and self-directed.
 - Minimum Two Years of Experience with Social Media Marketing
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