



Aasandha Company Ltd  
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Website: [www.aasandha.mv](http://www.aasandha.mv)

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## TERMS OF REFERENCE

### CLIENT EXPERIENCE OFFICER

#### 1. Background

Aasandha Company Limited is a state-owned enterprise tasked with the administration and execution of the National Social Health Insurance scheme. As a company, Aasandha is the administrator for the provision of healthcare financing for all Maldivians through registered service providers and ensures accessibility and affordability of health services to the public under the scheme.

VIRA center was established in 2022, as a one-stop experience center, for the delivery of all services related to Aasandha scheme and the medical welfare program of the National Social Protection Agency (NSPA). The center seeks to be a convenient and comprehensive solution to the public in seeking government assistance for all health service-related requests.

#### 2. Objective and Purpose:

Aasandha Company Ltd seeks to hire a Client Experience Officer to promote and enhance the user experience and public utility of VIRA center.

#### 3. Key Tasks and Responsibilities

The successful candidate will be required to work closely with the Aasandha leadership, VIRA Experience Center Consultant and relevant departments.

The candidate will be required to:

- 3.1 Develop an in-depth understanding of VIRA center and its operations.
- 3.2 Actively engage with the public to promote VIRA center and its use.
- 3.3 Work within a team to enhance the services and client experience of VIRA center.
- 3.4 Identify issues in efficient service delivery and propose solutions to the management.
- 3.5 Engage in developing information and communication strategies to increase public awareness and visibility of VIRA services.
- 3.6 Identify new opportunities for increased public engagement and public relations.
- 3.7 Engage in production of promotional materials and events to enhance VIRA center public image and use.

**4. Qualification and Experience**

- 4.1 Background in HR/PR/Marketing or related field
- 4.2 Minimum 10 years of Experience in similar roles.
- 4.3 Prior experience in social sector work
- 4.4 Successful candidates must possess the following attributes.
  - a. Enthusiasm and creativity
  - b. Self-motivated
  - c. Energetic and positivity
  - d. Demonstrate excellence in maintaining confidentiality.
  - e. High level of commitment

**5. Commencement and Duration of Work**

The successful consultant will be contracted for a period of 1 (ONE) year with the possibility of extension dependent on performance and project implementation timeline.

**6. Remuneration Package**

Net amount MVR 20,000 per month

**7. Application Submission**

Interested candidates should submit the following.

- 7.1 CV
- 7.2 Copies of academic certificates (accredited)
- 7.3 Work experience letters (description of similar assignments, and experience in similar field of work)
- 7.4 Copy of National ID card

Applications should be submitted before February 11, 2023, at 1400hrs to [jobs@asandha.mv](mailto:jobs@asandha.mv) or the address below:

Human Resources and Administration  
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