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**MALDIVES  
SPORTS**  
CORPORATION

# Social Media Marketing Consultancy

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6 June 2018

**Invitation:**

To submit proposal for Social Media Marketing Consultancy

**Department:**

Business Development and Marketing and Communication Department,  
Maldives Sports Corporation Limited.

**Reporting arrangements:**

The Social Media Marketing Consultant will report to Assistant Manager, Business Development.

**Overall Responsibilities**

The Social Media Marketing Consultancy is expected to provide a total solution to the SportsCo Social Media Marketing and to ensure that the strategic direction and message of SportsCo is executed consistently and properly in the social media.

This includes two major components, to develop and promote Sports, Fitness and Healthy lifestyle on all social media platforms of Maldives Sports Corporation and to work with our Social Media team to publish SportsCo Magazine quarterly.

**Specific Duties****Social Media**

- 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.
- Preparing short awareness video clips for social media posts.
- Updating and maintaining contents on SportsCo website
- Providing articles and photography for SportsCo website
- Developing materials both in Dhivehi and English.

## SportsCo Magazine

- Concept developing, designing and layout of SportsCo Magazine
- Selected article writing, editing and proof reading.
- Marketing and managing the social media platform of SportsCo Magazine.
- Providing total photography solution for the Magazine.
- Creating attractive infographics for the articles and other necessary artworks
- Providing full support and assistance in Marketing the Magazine.
- Assistance in getting distribution points and supporting in distribution.
- Providing final print ready source file of the Magazine
- Developing and maintaining IOS and Android application for the Magazine
- Developing materials both in Dhivehi and English.

## Competencies

- Minimum Two Years of Experience with Social Media Marketing
- 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 prioritize, manage time efficiently and meet deadlines.
- Self-motivated and self-directed.

## Duration

A contract would be awarded to the selected party for a period of minimum 2 years.

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