

JOB OPPORTUNITY

Reference No: (IUL) 113-HRD/1/2023/42

Date: 26th February 2023

Post:	Copywriter
No of Candidates:	02
Department:	Business Development and Public Relations Department
Salary:	Negotiable
Duration:	01-year contract
<p>The Maldives Ports Limited is looking for a Copywriter to create appropriate content for marketing and business development initiatives, including the design of marketing tactics, execution plans, and communication campaigns aimed at promoting MPL's services to its clients and other interested parties. The Copy writer is further charged with formulating and implementing a unified marketing strategy, to maximize engagement with stakeholders and continuously improve relationships with the Company's Clients. In this role, the Copy writer is involved in developing market research, informing the Management on the outcomes of marketing strategies, and directing the roles and responsibilities of the Business Development and PR Department. As a Copy Writer we expect the candidate to be up-to-date with the latest digital technologies, marketing and social media trends. Additionally, the candidate must be able to satisfactorily demonstrate the capacity to innovate, analyze and deploy marketing tactics through multiple media channels</p>	
Educational qualification:	<ul style="list-style-type: none"> - Bachelor's Degree in Marketing / Communication or relevant experience in the field with 06 years of experience in marketing /Communication Management role.
Pre-requisites:	<ul style="list-style-type: none"> - Knowledge of search Engine Optimization (SEO), keyword research and google analytics. - Familiarity with graphics designing applications. - Ability to think analytically and multitask. - Great leadership skills. - Excellent understanding of marketing and social media KPLs. - Strong time-management skills. - Strong interpersonal, presentation and communication skills.

<p>Duties and responsibilities:</p>	<ul style="list-style-type: none"> - Responsible for publishing content on all social media platforms including website and ensure accuracy of the information being presented. - Responsible for developing marketing strategies and collect and study marketing data to initiate programs to support department/unit objectives. - Responsible for developing and creating strategies, implement tactical and operational plans to improve and maintain social media presence. - Establish mechanisms for internal communication channels to obtain information in order to build stories and develop campaigns to produce content for social media. - Work with creative services team to plan, create and deliver highly engaging, imaginative and audience focused social media content taking into account company guidelines and objectives. - Bring the company’s operations and services closer to the public, through various media channels. - Oversee day-to-day social media and website management of tasks or campaigns to ensure nothing is missed. - In term of publishing contents. - Provide an exceptional level of support to our social media platforms across Facebook, Instagram, and Twitter. - By moderating and responding to message and feedback in a timely manner. - Supervise all aspects of social media interactions between the public and company to ensure a positive experience for all. - Update and maintain the social media calendar on a regular basis, including annual marketing program, monthly and daily programs. - Review and evaluate social media performance using analytical methods, to improve online presence and repurpose content if necessary. - Create actionable plans to grow and maintain followers through the company’s social media platforms. Develop new ways to improve MPLs market presence either through content creation or establishing new social media network or both.
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	- Work and liaise with other departments to identify and suggest new content that can be developed with regards to new services, project developments or events.
Required Documents:	<ol style="list-style-type: none">1. CV2. National Identification Card,3. Copies of academic certificates (Accredited)4. Job Reference Letters5. Passport Size Photo

Apply via: <https://jobs.port.mv/>

Deadline: 5th March 2023, 15:30hrs

For Further information: 332 9339