

**Post: Senior officer Marketing**

**Reporting Relationship: Assistant Manager, Marketing**

**Gross Salary: MVR 18000**

**Employment Type: Ordinary (first year on contract)**

**RESPONSIBILITIES AND DELIVERABLES:**

- Implementing and execution of the marketing plan.
- Conducting Market research to identify trends and opportunities for FDC to support Marketing Plan.
- Developing and executing marketing campaigns
- Developing and overseeing the implementation of branding and messaging guidelines to ensure consistency across all marketing efforts.
- Managing and overseeing FDC's social media accounts and online presence.
- Distributing information about the projects / works carried out by the organization and current Marketing campaign's progress to stakeholders internally and externally.
- Monitoring overall performance on all Marketing aspects of FDC and tracking of all social media and other platforms coverage regarding FDC.
- Managing campaigns across all social media platforms.
- Creating content for social media and other communication platforms.
- Carry out corporate branding works as per the Marketing strategies developed.
- Planning and organizing corporate events and/public events in relation with relevant departments.
- Undertake general administrative duties and prepare reports and official documents required for management on monthly or weekly basis.
- Providing guidance and support to other team members of Marketing and PR department.
- Staying up to date with the latest marketing trends and technologies to keep FDC competitive in the market.

**EMPLOYEE SPECIFICATION (QUALIFICATIONS AND EXPERIENCE)**

- MQA level 7 or 8 qualification in Marketing or related field or equivalent with minimum 4 years of relevant experience. OR;

- MQA level 5 or 6 qualification in Marketing or related field or equivalent with minimum 8 years of relevant experience.

#### **SKILLS AND COMPETENCIES:**

- Experience in public relations, media and communications will be an added advantage.
- Analytical and strategic thinking skills will be an added advantage.
- Excellent interpersonal personality
- Good understanding of social media platforms & trends.
- Excellent verbal & written communication skills in Dhivehi and English.
- Excellent proficiency in Microsoft Office Package (Office 365).
- Familiar with design suits such as Adobe collection and other design software and platforms
- Ability to work flexible hours.
- Ability to work as an individual and as a flexible team player
- Good understanding of office management and marketing principles
- Good knowledge of market research techniques and databases
- Highly organized and should be able to multitask and delivery of work on a timely manner.
- Must be able to work independently, be reliable and organized with ability to prioritize, manage time efficiently and meet deadlines.