

TERMS OF REFERENCE

Post: Senior Officer, Business Development

Reporting relationship: Head of Department

Employment Type: Ordinary (first year on contract)

Gross Salary: MVR 16,245.00 – 17,100.00

RESPONSIBILITIES AND DELIVERABLES:

- Creating development plans and forecasting sales targets and growth projections
- Identifying market opportunities through meetings, networking, and other channels
- Meeting existing and potential clients and building positive relationships
- Liaising with colleagues to develop sales and marketing strategies.
- Preparing financial projections and business model development
- Producing reports for management
- Training business developers and sales colleagues
- Implementing and execution of business development plans set by FDC.
- Attending to sales requirements and attending to customer requirements related to commercial projects.
- Developing and conducting surveys to identify market trends related to FDC.
- Conducting research to support corporate strategies in consultation with HOD.
- Analyze and evaluate the product/services offered by the company.
- Monitoring overall performance on all Marketing aspects of FDC and tracking of all social media and other platforms coverage regarding FDC.
- Preparing Bid Documents and proposals for Commercial Projects.
- 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 a monthly or weekly basis.

EMPLOYEE SPECIFICATION (QUALIFICATIONS AND EXPERIENCE)

- Degree or MNQF Level 7 Qualification in Marketing or Business Management with a minimum of 2 - 3 years of relevant experience. (OR)
- Diploma or MNQF Level 5 Qualification in Marketing or Business Management with 5 -7 years of relevant experience in related area.

SKILLS AND COMPETENCIES

- Basic knowledge of Marketing and Business modelling.
- Excellent interpersonal personality
- Good understanding of data platforms & trends.
- Excellent verbal & written communication skills in Dhivehi and English.
- Excellent proficiency in Microsoft Office Package (Office 365).
- 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
- Ability to manage multiple projects within short deadlines.
- Ability to work independently.
- Able to meet tight deadlines.
- Good knowledge of market research techniques and databases
- Highly organized and should be able to multitask and deliver 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.
- Effective and Successful negotiation skills