



**National Centre for Information Technology**

64, Kalaafaanu Hin'gun, Male', Republic of Maldives

---

Date: 19<sup>th</sup> June 2023

Announcement Reference no: (IUL)164-HR/1/2023/70

Project	Digital Development Project
Position	Project Coordinator (Media Content Creation & Engagement)
Vacancy	1
Type of Contract	Individual
Duration	24 Months

**Terms of Reference**

**A. BACKGROUND**

The Ministry of Environment, Climate Change and Technology (Ministry) through the National Centre for Information Technology (NCIT) is implementing the Digital Development Action Plan from the National Resilience and Recovery (NRR) Plan of the Government. The Project will be managed by the Project Management Unit (PMU) setup within NCIT in accordance with NRR and the Digital Development Action Plan developed by the Ministry.

The aim of the Project is to deliver on the digital development pledges of the Government, establishing the foundational components to drive the development of digital government, digital economy, and digital society. The Project will prioritize the establishment of a government technology stack and open data platform, enhancing government productivity, enable work from home and hybrid workplaces, enhancing the regulatory framework for digital development, and digital transformation of health and national care systems.



-2-

## B. OBJECTIVES OF ASSIGNMENT

The Ministry intends to hire a Project Coordinator. The Project Coordinator will work for the PMU, which has been established for the implementation of the Project. The Project Coordinator will develop a detailed marketing and communication plan for the digital service products and will actively engage in the rollout and marketing of the digital service products across the agencies to support the delivery of the Digital Development Action Plan.

## C. OVERALL RESPONSIBILITY

The overall responsibilities of the Project Coordinator include, but is not limited to the following:

1. Design of promotional material and distribute in via online and offline channels.
2. Develop marketing content for digital and print media and produce digital images, infographics, and video based on the content.
3. Advertise digital products/services on various media.
4. Coordinate interviews and press conferences and track effectiveness of marketing campaigns.
5. Gather customer feedback to inform product dev teams and policy level
6. Produce scripts for videos and interviews.
7. Make Media appearances on radio and TV Channels to disseminate information.
8. Conduct information and awareness sessions.
9. Perform all other tasks or activities required to fulfill the contractual obligations including day-to-day administrative tasks, planning, exchanging correspondence, etc.



-3-

#### D. SCOPE OF SERVICES

The work of the Project Coordinator will include the following tasks, among others:

1. Assisting the execution of marketing and communication plan for digital services and products assigned, in line with the Ministry's Digital Development Action Plan.
2. Join social media groups and professional platforms to discuss industry-related topics.
3. Monitor social media pages and address clients' queries regarding the digital service products.
4. Liaise with the PMU Management, stakeholders, and other relevant Project Coordinators to ensure the timely implementation of the assigned activities according to the project document and as per approved by the Ministry.
5. Ensure all relevant information, documents, and reports are made available for review during review meetings by the Ministry, President's Office, or other Government agencies.

#### E. QUALIFICATIONS AND EXPERIENCE

##### **Education**

First Degree/ Professional Certificate in Business Administration, Marketing or related field, with relevant professional work experience of 3 to 7 years or 7 to 10 years or 10 years or more;

OR

Master's Degree or above in Business Administration, Marketing or related field, with relevant professional work experience of 3 to 5 years or 5 years or more.



-4-

#### F. ADDED ADVANTAGE - ADDITIONAL SKILLS/EXPERTISE

In addition to developing and driving a marketing and communications plan and the creation of concepts for the promotional materials, candidates with the following skill sets will be given preference during selection.

1. Copywriting experience
2. Digital marketing experience
3. Photo and Videography (Shooting photo and video using professional cameras and knowledge in use of related equipment such as gimbals, audio equipment, lighting equipment, etc.)
4. Use of social media for corporate use

#### G. SCHEDULE FOR THE ASSIGNMENT

Duration of the assignment is 24 months with the potential extension based on need and performance. The successful candidate is expected to commence the services in July - August 2023. This position is based at the PMU Office at the National Centre for Information Technology.

#### H. REMUNERATION AND OTHER BENEFITS

1. MVR 22,400 – 32,000 per calendar month, based on education and years of experience, as remuneration for the services provided by the Project Coordinator.
2. Training and travel expenses under the PMU as budgeted under the Project and approved by the Ministry.
3. Participate in the “Maldives Retirement Pension Scheme”
4. Ramadan Allowance
5. Leave in accordance with the rules and regulations of Maldives.



-5-

## I. REPORTING OBLIGATIONS

The Project Coordinator Specialist:

1. Shall report directly to the Project Director on all aspects of Project Management throughout the duration of the contract.
2. Is expected to report to work on weekdays from 0800 – 1400 hours other than public holidays and provide services for an average of 44 hours a week.
3. Shall provide all the necessary report and updates to the Ministry whenever needed.
4. Is required to report to work in official attire.

## J. SERVICES AND FACILITIES

Office space and other facilities such as computers will be provided as required.

## K. SELECTION CRITERIA

The Project Coordinator Specialist will be selected based on the following criteria's

<b>Criteria</b>	<b>Points</b>
Educational Qualification (Section E)	30
Work Experience (Section E)	20
Additional Skills/ Expertise (Section F)	20
Interview	30

## L. APPLICATION

1. Curriculum Vitae (clearly stating the starting and ending month and year for previous experiences)
2. Copy of the National ID Card
3. Accredited copies of the Academic Certificates
4. Certificates/Letter of completion from the university.



-6-

5. Employment Verification Letter from previous employer(s), detailing the works carried out, details of technologies and equipment involved in the work and duration of the responsibilities.
6. Candidates must submit additional documents to prove expertise/experience in areas highlighted under section E and section F.

#### M. SUBMISSION

Interested candidates may email their proposals on or before 1300hrs of 04<sup>th</sup> July 2023 (Tuesday) to the following address. Note that the time of receipt of the email will be considered as the time of submission.

Human Resource Section

[jobs@ncit.gov.mv](mailto:jobs@ncit.gov.mv)

National Centre for Information Technology

No 64, Kalaafaanu Hingun

Male', 20064, Republic of Maldives