

Registration Number: C01192020

Ref. Number: MSS-JV/2023/033

Date: 21st June 2023

JOB OPPORTUNITY

Position Name	Digital Marketing Officer
No. of Position	1
Worksite / Department	STO Trade Center / 2 nd Floor
Salary	<ul style="list-style-type: none"> • Net Salary Range: Negotiable • Health insurance will be provided after probation
Job Responsibilities	<ul style="list-style-type: none"> • Plan, create, shoot, edit, and distribute engaging video and photo material that supports Maldives State Shipping Company's marketing and promotional initiatives. • Generate ideas for new content types and place content on all social media platforms. • Research and plan out effective and engaging content ideas for industry related topics. • Stay up to date with the latest industry trends and practices. • Deliver completed videos and photos by the deadline. • Have current knowledge of Maldives State Shipping Company's key competitors & social content. • Assists in providing input to Company reports. • Manage company social media channels, including the Company Website, Facebook, Instagram, LinkedIn, Twitter, and other relevant platforms. • Keep calendars (editorial, meetings, events etc.) and media lists. • Engage in social media presence creation on new and emerging social media platforms. • Optimize content following search engine optimization (SEO) and pay-per-click (PPC) • Create content that promotes audience interaction, increases audience presence on company sites, and encourages audience participation.
Required Qualifications	<ul style="list-style-type: none"> • Associate degree in Digital Marketing, Graphic Design, or a related field. • 2-3 years of experience in digital marketing and graphic design, with a track record of successful campaigns and high-quality

	<p>visual content.</p> <ul style="list-style-type: none"> • Experience in graphic design and video editing, with proficiency in Adobe Creative Suite, including Photoshop, Illustrator, Premiere, and After Effects. • Excellent written and verbal communication skills (English & Dhivehi), including the ability to create compelling content for digital channels. • Experience with digital marketing tools is a plus.
Deadline	29 th June 2023/ 1400hrs
How to Apply	<p>Interested candidates may send the following documents to our email info@stateshipping.mv</p> <ol style="list-style-type: none"> 1. Cover letter 2. Copy of ID card 3. Copies of academic certificates 4. CV 5. Portfolio of works completed. 6. Copies of reference letter by previous employers <p>For further clarifications you may contact us on +960 3029200.</p>