



TERMS OF REFERENCE

Post: Senior Officer

Section: Prevention and Public Awareness

Salary & Benefits:

- MVR 15,200.00
- Attendance Allowance: MVR 100.00 per working day
- Health Insurance after completion of Probation

Employment Type: Permanent

RESPONSIBILITIES & DELIVERABLES:

1. Writing Press Releases & other promotional/awareness write-ups about the Company and its services
2. Preparing content for info graphics
3. Creating content for PR activities/posts.
4. Managing the social media Pages of the Company under guidance.
5. Regularly monitor the news media and social media for any news/posts relating to the company or its services and communicate it to the supervisors or the section head in a timely manner.
6. Keeping the Company Website up to date.
7. Keeping Records of news/posts/complaints about the Company and facilitating responses.
8. Assist the PR team in all PR activities.

QUALIFICATIONS AND EXPERIENCE:

- Diploma in Marketing, Media, Public Relations or Business Administration with minimum 2 years of work experience in related field, OR
- Bachelors Degree in Marketing, Media, Public Relations or Business Administration
- Experience in PR/Media field is preferred.

SKILLS AND COMPETENCIES:

- Familiarity of Adobe CC applications is preferred.
- Excellent Writing and speaking skills are required.