

TERMS OF REFERENCE

Post: Marketing Officer

Reporting relationship: HOD

Gross Salary: MVR 10,834.00

RESPONSIBILITIES AND DELIVERABLES

- Implementing and execution of Marketing communication plans.
- Implement and execution of Marketing awareness campaign.
- Assist in preparing scripts, press releases, media kits, and other relevant marketing materials.
- Creating content required for public relations and awareness campaigns.
- Plan and execute FDC branding works as per the marketing plan.
- Work in cross function groups with other relevant departments to execute effective marketing campaigns.
- Planning and organizing corporate events and public events in relation to relevant departments.
- Undertake general administrative duties and prepare reports and official documents required for management on a monthly or weekly basis.
- Providing guidance and support to other team members in the Marketing and PR department.
- Staying up to date with the latest marketing trends and technologies to keep FDC competitive in the market.

REQUIREMENTS

- MQA level 5 or 6 qualification in Marketing or related field or equivalent with minimum 2 to 3 years of relevant experience.

SKILLS AND COMPETENCIES

- Ability to think creatively and innovative.
- Basic knowledge of Marketing communications methodologies
- 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 deliver work in a timely manner.
- Must be able to work independently, be reliable and organized with ability to prioritize, manage time efficiently and meet deadlines.