

## TERMS OF REFERENCE

**Post:** Officer, Public Relations

**Reporting relationship:** HOD

**Gross Salary:** MVR 12,038.00

### **RESPONSIBILITIES AND DELIVERABLES**

- Writing and proofreading, creating content and preparing press releases across all platforms used by FDC.
- Assist Marketing team and developing PR campaigns with marketing strategies.
- Analyze and adopt PR strategies with the current market trends.
- Adopt creative ways to engage visitors on FDC website. (New renderings, 360 views)
- Distribution of information regarding FDC's works/ projects to stakeholders.
- Responding to media inquiries, managing interview requests, managing media tours and logistics with Marketing team.
- Monitor Overall performance of FDC in media, social media, and reporting.
- Creating contents for newsletters, articles, and advertorials
- Managing campaigns across all platforms used by FDC.
- Carry out corporate branding works as per the PR strategies developed.
- 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 5 years of relevant experience.

## **SKILLS AND COMPETENCIES**

- Experience in public relations, media and communications will be an added advantage.
- 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.