



TERMS OF REFERENCE

Post: Assistant Manager, Marketing

Reporting relationship: Head of Business Development and Corporate Affairs

Employment Type: Ordinary (first year on contract)

Gross Salary: MVR 21,805.00

RESPONSIBILITIES AND DELIVERABLES

1. Coordinate, direct and implement marketing activities.
2. Disseminate information on key projects and products to increase awareness and provide positive assurances to the target markets. This includes press briefings and appearances as and when required.
3. Run media campaigns including preparation of press kits, press tours, etc.
4. Direct and create media content across all platforms including social media, print media, website content, videography, etc.
5. Conduct research and surveys and keep track of customer responses.
6. Create and manage convenient avenues for information dissemination and responding to customer queries.
7. Plan and implement activities and programs to improve corporate image and foster positive brand image.
8. Plan, manage and carry out major events and milestone events of the corporation.
9. Plan and direct walk-throughs, show flats, and other creative avenues to provide information to target market, investors, and stakeholders.
10. Work in cross functional groups with other relevant departments to formulate effective marketing strategies.
11. Analyze marketing campaigns to evaluate success rates.
12. Build and maintain strategic relationships with key stakeholders.
13. Manage vendors and direct vendors on the contents required for Marketing operations.
14. Work in cross functional teams to develop new product mixes with pricing strategies.
15. Prepare department budget and assist in formulation of corporate budget.



REQUIREMENTS

1. MQA level 7 or 8 qualification in related field with 3-5 years' experience in relevant field.
(OR)
2. MQA level 5 or 6 qualification in related field with minimum 8 years' experience in relevant field.

SKILLS AND COMPETENCIES

- Ability to think creatively and innovative.
- Experience in copywriting for marketing materials
- Experience with Adobe Creative Suite and relevant design applications would be an added advantage.
- Experience in formulating and implementing awareness campaigns.
- Experience in producing content required for social media platforms.
- Managing and scheduling communication plan based on the corporate objectives.
- Experience with office management software such as MS Office (MS Excel and MS Word)
- Excellent written and verbal communication skill in both Dhivehi and English'
- Able to work independently, be reliable and organized.
- Able to multi - task and manage numerous concurrent projects, tasks, and objectives.
- Must have excellent problem-solving and decision- making skills.
- Time management and self-organized.