

## Job Opportunity

Post	Content Marketer	Reference	Tradenet-HR/J/2023/58
Location	Male'		
No of positions	1		
Term of Employment	The duration of the assignment is 1 (one) year from the commencement of work. Contract can be extended after performance analysis at the end of the term.		
Background	<p>As a Content Marketer at oneGov, you will play a pivotal role in crafting engaging, and compelling content across various platforms such as our websites, blogs, vodcast, newsletter and other digital and print materials.</p> <p>Your primary responsibility will be to utilise your creative abilities alongside strategic thinking to distill complex information and present it in diverse and engaging formats. As a part of the Content Marketing team, you will thrive in a dynamic and cross functional setup, collaborating closely with diverse team of experts from a range of creative and technical disciplines.</p>		
Remuneration	Based on qualifications and experience		
Scope of Work	<ul style="list-style-type: none"> <li>▪ Develop clear and simplified service guides to make information on public services accessible for citizens and businesses.</li> <li>▪ Craft high-quality, original content that spans bite-sized to long-form pieces, effectively communicating complex concepts and topics across diverse mediums, including written, visual, and auditory content.</li> <li>▪ Confidently communicate and deliver clear, engaging content on-camera for social media and any other channels we engage with the audience.</li> <li>▪ Generate creative concepts and content ideas based on customer journey while seamlessly aligning with inbound and content marketing strategies.</li> <li>▪ Collaborate with BX team to develop content strategies that align with the overall outreach efforts and objectives.</li> <li>▪ Ensure all contents adheres to the brand guidelines and tone of voice guide.</li> <li>▪ Collaborate with designers, illustrators and multimedia experts to create visually appealing and impactful content.</li> <li>▪ Work closely with cross-functional teams including BX team to Solutions team, legal to support team etc. to gather information and insights to create helpful content.</li> <li>▪ Research, analyze and identify gaps and opportunities to create informative, helpful and engaging content.</li> <li>▪ Manage relationships with subject matter experts both internal and external to make sure content is always accurate.</li> <li>▪ Conduct research to ensure appropriate policy and legal checks are conducted on all content produced.</li> </ul>		
Qualification & Experience	<ul style="list-style-type: none"> <li>▪ Bachelor's degree in communications, Journalism, Marketing, Branding, or a related field.</li> <li>▪ Proven experience as a Content Marketer, Content Writer, Content Creator, or a similar role in content creation.</li> <li>▪ Strong editorial judgement with the know how to tell a story and carry a narrative through content.</li> <li>▪ Comfortable and confident on-camera.</li> <li>▪ Exceptional written and verbal communication skills with the ability to take complex language and processes and make them simple to understand.</li> <li>▪ Strong analytical skills to measure content performance and make data-driven decisions.</li> <li>▪ Portfolio highlighting relevant writing samples.</li> </ul>		

Interested applicants are requested to email us your applications with the following documents before 1600 hrs on 7<sup>th</sup> January 2024 to [careers@tradenet.com.mv](mailto:careers@tradenet.com.mv)

- Completed Job Application Form (attached)
- Passport Size Photo (Digital Copy)
- Scan of National ID card
- CV
- Scans of educational certificates
- Employment reference letters

Kindly note that only shortlisted candidates will be contacted for an interview.