



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



## **TERMS OF REFERENCE**

**Post:** Assistant Manager, Public Relations

**Reporting Relationship:** HOD - Marketing

**Employment Type:** Ordinary (first year on contract)

**Gross Salary:** MVR 21,805

## **RESPONSIBILITIES AND DELIVERABLES**

1. Develop and implement comprehensive communication strategies, ensuring alignment with corporate objectives.
2. Coordinate with media agencies, manage media documents, and ensure effective communication channels.
3. Liaise with internal stakeholders to devise and execute communication strategies that resonate with the company's goals.
4. Assist in seamless execution of corporate marketing and PR activities, including event management.
5. Manage web services, intranet/website, and oversee the creation and management of social media content.
6. Engage in copywriting, contribute to quarterly and annual reports, and present comprehensive reports to management.
7. Lead day-to-day digital and social media campaigns with consistent and meaningful content to enhance brand visibility.
8. Develop and execute online marketing strategies, staying abreast of emerging digital trends and technologies.
9. Manage media relations, concepts, and branding for events collaboratively with the Head of Department.
10. Research digital media advancements, measure social media engagement, and provide up-to-date information for strategic decision-making.

## **EMPLOYEE SPECIFICATION (QUALIFICATIONS AND EXPERIENCE)**

- MQA level 7 or 8 qualification with minimum 5 years of overall experience in relevant field
- MQA level 5 or 6 qualification with minimum 8 years of overall experience in relevant field



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## SKILLS AND COMPETENCIES

- Strong written and verbal communication skills for crafting engaging content, managing media interactions, and coordinating internal communications.
- Proven ability to build and maintain positive relationships with journalists, bloggers, and media outlets, coupled with effective press release management.
- Skillful development and implementation of social media plans aligned with company objectives, including active monitoring, engagement, and performance analysis.
- Demonstrated proficiency in crisis communication planning, managing media responses during sensitive situations, and an adaptive approach to evolving company needs and feedback.