



## TERMS OF REFERENCE

**Post:** Assistant Manager, Marketing

**Reporting relationship:** HOD - Marketing

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

**Gross Salary:** MVR 21,805.00

### **RESPONSIBILITIES AND DELIVERABLES**

- Prepare and implement marketing initiatives aimed at enhancing the corporate image, boosting product awareness, and cultivating a positive brand perception.
- Develop and implement comprehensive marketing plans and Standard Operating Procedures (SOPs) aligned with organizational goals, while consistently monitoring and assessing the effectiveness of these strategies.
- Ensure the seamless dissemination of vital project information to the designated target markets.
- Coordinate media campaigns, encompassing the preparation of press kits, orchestration of press tours, and creation of content across diverse platforms.
- Conduct in-depth market research and surveys to gauge customer responses, leveraging the findings to fine-tune marketing strategies.
- Establish user-friendly channels for information dissemination and promptly address customer queries and feedback.
- Strategically plan and execute initiatives aimed at enhancing the corporate image and fostering a positive brand identity.
- Plan and execute major corporate events and milestone celebrations, including overseeing walk-throughs, show flats, and innovative avenues to engage the target market.
- Collaborate seamlessly with other departments to devise effective marketing strategies and contribute to the development of innovative product mixes with corresponding pricing strategies.
- Evaluate the efficacy of marketing campaigns, providing valuable insights and recommendations for continuous improvement.



### **REQUIREMENTS**

- MQA level 7 or 8 qualification with minimum 3 years of overall experience in relevant field
- MQA level 9 qualification with minimum 2 years of overall experience in relevant field

### **SKILLS AND COMPETENCIES**

- Strong analytical and research skills for effective decision-making.
- Excellent communication and interpersonal skills to facilitate collaboration.
- Proficient in analyzing and interpreting marketing performance metrics.
- Hands-on experience in campaign planning and execution.
- Ability to provide actionable recommendations based on data analysis.