

Job Opportunity

Post	Content Marketer	Reference	Tradenet-HR/J/2024/04
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 utilize 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"> ▪ Develop clear and simplified service guides to make information on public services accessible for citizens and businesses. ▪ 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. ▪ Confidently communicate and deliver clear, engaging content on-camera for social media and any other channels we engage with the audience. ▪ Generate creative concepts and content ideas based on customer journey while seamlessly aligning with inbound and content marketing strategies. ▪ Collaborate with BX team to develop content strategies that align with the overall outreach efforts and objectives. ▪ Ensure all contents adheres to the brand guidelines and tone of voice guide. ▪ Collaborate with designers, illustrators and multimedia experts to create visually appealing and impactful content. ▪ 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. ▪ Research, analyze and identify gaps and opportunities to create informative, helpful and engaging content. ▪ Manage relationships with subject matter experts both internal and external to make sure content is always accurate. ▪ Conduct research to ensure appropriate policy and legal checks are conducted on all content produced. 		
Qualification & Experience	<ul style="list-style-type: none"> ▪ Bachelor's degree in communications, Journalism, Marketing, Branding, or a related field. ▪ Proven experience as a Content Marketer, Content Writer, Content Creator, or a similar role in content creation. ▪ Strong editorial judgement with the know how to tell a story and carry a narrative through content. ▪ Comfortable and confident on-camera. ▪ Exceptional written and verbal communication skills with the ability to take complex language and processes and make them simple to understand. ▪ Strong analytical skills to measure content performance and make data-driven decisions. ▪ Portfolio highlighting relevant writing samples. 		

Interested applicants are requested to email us your applications with the following documents before 1600 hrs on 27th January 2024 to 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.