

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ



Pension Office

TERMS OF REFERENCE

1. Post Details:

Designation:	Director, Stakeholder Relations
Post Type:	Permanent
Contract Duration:	Initial contract period shall be 1 (one) year. The contract may be extended or made permanent based on performance, upon successful completion of one year.
Division:	Stakeholder Relations

2. Reporting Requirements

The Director, Stakeholder Relations shall report to the Chief Relations Officer, and is expected to work closely with the Management Team of the Pension Office.

3. Overall Responsibilities

The Director, Stakeholder Relations shall be responsible for overseeing public relations, customer service, branding and event management functions of the Pension Office. The Director, Stakeholder Relations shall also be responsible for development and implementation of comprehensive strategies that align with the strategic goals and objectives of the Pension Office, to ensure the delivery of excellent customer service to clients and pensioners, promote pension products and services, and enhance the brand image of the organisation.

4. Scope of Work

- Provide leadership, oversight and operational guidance to Department Heads of the Public Relations, Member Services, and Events and Brand Management Departments.
- Oversee the preparation, implementation and periodic reviewing of policies and procedures related to Public Relations, Member Services, and Events and Brand Management functions.
- Development of comprehensive communications strategies aligning with the short and long-term strategic objectives and goals of the Pension Office, and monitor the effectiveness of these strategies, adjusting them as required for continuous improvement.
- Development, implementation and evaluation of comprehensive branding strategies to



strengthen and maintain the brand image of the Pension Office.

- Development of strategies and implementation of plans for handling and mitigating crises and managing communications during challenging situations to protect the reputation of the Pension Office.
- Oversee the management of the contact centre, front desk and data entry services of the Pension Office, ensuring provision of excellent services and maintaining a positive relationship with clients and pensioners.
- Oversee the planning, designing and execution of effective public relations campaigns, events and activities to promote pension products and services.
- Oversee the initiation and maintenance of contacts with relevant industry representatives, special interest groups, media, government organisations and the public, and developing critical knowledge of issues and the related public environment.
- Oversee the production of effective promotional materials, including print collateral, digital content, and social media assets.
- Oversee the preparation of the departmental budgets of the Stakeholder Relations Division.
- Perform the role of the Information Officer of the Pension Office.
- Coordinate and work closely with the Management team to align communications initiatives with overall organisational strategies and objectives.
- Carry out any other relevant tasks assigned by the Chief Relations Officer or the Pension Office Management.

5. Qualifications and Experience

- A Master's Degree or equivalent professional qualification (MNQF level 9) in the field of public relations, marketing, communication, business administration or a related field.
- A minimum of 4 (four) years of professional work experience at managerial level in the field of public relations and customer service after obtaining Master's Degree or equivalent professional qualification.

OR

- A Bachelor's Degree or equivalent professional qualification (MNQF level 7) in the field of public relations, marketing, communication, business administration or a related field.
- A minimum of 6 (six) years of professional work experience at managerial level in the field of public relations and customer service after obtaining Bachelor's Degree or equivalent professional qualification.



6. Desired Competencies

- Excellent working knowledge and understanding of concepts, industry standards, best practices and latest trends in the areas of customer service, public relations and branding.
- Knowledge of the Pension Act and regulations, pension products and services offered by the Pension Office.
- Knowledge and understanding of the political, economic and social environment in the Maldives.
- High level of fluency and proficiency in written and spoken Dhivehi and English language.
- Excellent and effective communication skills, including public speaking and presentation skills, writing and editing skills, and the ability to propose and defend recommendations.
- Excellent interpersonal skills, with the ability to establish and maintain effective working relationships with relevant stakeholders.
- Strong leadership skills, and the ability to engage and motivate team members.
- Ability to handle stress well and meet tight deadlines in the face of challenging obstacles.
- Sound judgement and strong problem-solving skills to address challenges and find innovative solutions.
- Effective networking skills and ability to build and maintain relationships, and collaborate effectively with relevant stakeholders.
- Excellent organisational and time management skills, with the ability to prioritise, multitask, and work flexibly.
- Willingness to stay up-to-date with the latest industry trends and methods, and work towards continuous improvement and development.


