**MEDIA CONSULTANT**

Introduction

Ministry of Economic Development (MED) is seeking the services of a Media Consultant to advice the smooth and efficient functioning of MED’S public relations function and to ensure that MED’s work programme is communicated to the public through appropriate communication modes.

**Terms of Reference**

The Consultant is expected to work alongside the MED team on the following areas:

1. Develop a media strategy for Ministry of Economic Development and related agencies.
2. Design and maintain website of Ministry of Economic Development and related agencies.
3. Ensure proper engagement and co-ordination with all media platforms and agencies.
4. Deliver creative graphic and technical solutions for use of new media and develop web interface designs for Ministry and related agencies’ website, operational databases and other interactive products in close collaboration with the IT specialist.
5. To act as the lead event organizer in all events commissioned by MED.
6. Provide technical advice and inputs (best approaches in implementing the designs and data visualisation) during the development of video materials for promotional videos and also related to overall promotional materials under the Ministry of Economic Development.
7. Liaise and respond to enquiries to MED from media, organizing press conferences, events and preparing press releases to media.
8. Manage and update information and engage with users on social media platforms of Ministry of Economic Development.
9. Collate and monitor local and international press on matters relating to the mandate of MED and provide necessary clarity as may be required.
10. Any other media and public relations duties as may be requested by the ministry.

**Qualification**

1. The applicant must hold a Bachelors’ degree in in one of the following fields: Media & communication, Marketing, Public Relations or any other related field
2. Minimum of 2 years of experience in working with marketing, public relations, communication media or any other related field
3. Experience in the Government will be an added advantage

**Duration of Consultancy**

12 calendar months, subject to extension

**Working hours**

0800-1600hrs, weekdays

The selected applicant may be required to work outside of the above working hours occasionally during the term of the consultancy.

**Remuneration**

Salary - MVR 20,000 per month

Living allowance – MVR 10,000 per month

Phone allowance – MVR 1,400 per month

**Recruitment process**

Applicants interested in providing the services, are required to submit their CV and other relevant information demonstrating his/her experience in the area.