



MINISTRY OF HOUSING, LAND AND URBAN DEVELOPMENT
MALE', REPUBLIC OF MALDIVES

TERMS OF REFERENCE
Media Consultant (Local Individual)

Advertisement Reference: (IUL)471-CDS5/471/2024/27

Date: 21/3/2024

I. Background

Ministry of Housing, Land and Urban Development is mandated by government to implement and oversee National development and Housing projects throughout the Maldives. During the past year, the number of projects has increased many fold and need media campaigns and events to make public aware of them. Ministry thus requires a liaison point between general public and the Ministry to promote the works, raise awareness on legislations and public services.

II. Objective and Purpose of Assignment

The Ministry of Housing, Land and Urban Development is seeking to hire **01 Media Consultant**. The purpose of the assignment is to undertake and oversee all media related activities throughout the Ministry. Media consultants will act as a single point of contact for all public relations work.

III. Scope of Work

Under the supervision and guidance of the Minister of Housing, Land and Urban Development and Permanent Secretary, Media Consultant will be required to work closely with the Public Relation Section to undertake the following main tasks:

- Plan, develop and implement public relations strategies, including writing and distribution of press releases to targeted media channels.
- Actively engage in promoting Ministry's policies and regulations to citizens.
- Plan and execute awareness campaigns, forums, and information sessions for general public and government institutions/independent commissions.
- Do media campaigns, awareness sessions and gather public support on islands where Ministry's projects are to be started.
- Establish PR strategies to counter criticisms and advise political appointees to put the Ministry in the best spotlight.
- Develop and implement a comprehensive communication strategy to promote effective communications with external and internal audiences. Communication strategy must be prepared to employ the full array of modern communications tools, including social media, in outreach the key audiences.

- Take the lead on planning and producing various multimedia products (ie, videos, info graphics, photos, etc) based on PR strategies.
- Design, Develop and produce external and internal communication and awareness materials as well as write-ups for several Ministry's initiatives and projects.
- Organizing events including press conferences and exhibitions
- Arrange and invite local media news outlets for events in the Ministry.
- Participate in Ministry's trips for media coverage of events and prepare necessary reports, news, or other media materials.
- Administer the creation and publishing of relevant content on social media platforms.
- Monitor PR and media activities of major projects.
- Analyze media trends related to the Ministry and present them to the supervisor.
- Write public announcements.
- Prepare answer materials for media queries, interviews and appointments made by news outlets.
- Develop and implement effective information dissemination strategies on principles, processes, and achievements of projects of the project, document best practices and success stories.
- Liaise with relevant media outlets and press on promoting activities and communicating relevant information to the target audiences.

IV. **Duration and Commencement of Services**

- a) Expected contract commencement date: **APRIL 2024**
- b) The contract will be on full-time basis, and contracts will be for **one year** subject to annual review with a possibility of renewal.
- c) The performance criteria that will be used to assess the performance of the successful candidate at regular intervals and based upon which the contract may be continued or terminated are the effectiveness, efficiency, and quality of delivering on the Scope of Services, Duties and Responsibilities of the assignment.

V. **Qualification and Experience**

- a) Bachelor's degree in marketing, Media and Journalism and Public Relations university with at least 3 years of relevant experience in related field of assignment.
- b) Possess strong practical and technical background in use of professional graphic designing software such as Adobe Illustrator, Adobe In Design and Adobe Photoshop
- c) Experience in developing concepts, storyboards and production of short video spots, animations, GIF's and other multimedia materials will be an advantage.
- d) Experience in report writing in a concise, lucid, and comprehensible manner.
- e) Good understanding of new and evolving technologies and digital platforms is an asset.
- f) Strong understanding of Social Media applications such as Facebook, Instagram, Twitter etc.
- g) Strong interpersonal and motivational skills and sensitivity to the local environment as well as the ability to work with minimal supervision.

- h) Willingness and ability to work effectively under pressure and ability to multi-task;
- i) Strong conceptual and analytical skills and excellent interpersonal skills, strong verbal and written communication skills in Dhivehi and English.

VI. Remuneration and Leave Details

1. The Consultant will be paid fixed monthly fees depending on qualification and experience ranging from MVR 12,000 – 20,000 (as per salary policy “Policy on setting a salary framework for staff hired under MHLUD Contracts”). Whereas 50% of the eligible amount will be paid as Monthly Basic Salary and 50% will be paid as Living allowance.
2. Successful candidate will be entitled to Pension deduction as per Maldivian Pension Act from the Monthly Basic Salary (7%).
3. Any additional allowances payable to the individual for duty travel assignments shall be compensated at the government prevailing rates by the Client.
4. Ramadan allowance shall be compensated at the government prevailing rates.
5. Leave entitlement shall be as follows;
 - a) Annual Leave: The Consultant may take up to Thirty (30) working days’ leave per calendar year upon the completion of the first year.
 - b) Sick Leave: The Consultant may take Thirty (30) days of paid sick leave.
 - I. The Consultant is allowed to take 30 days sick leave with medical certificate specifying the nature of the illness and recommended duration of sick leave by a licensed medical practitioner is to be submitted on the first day back at work.
 - II. Notwithstanding the above, the Consultant is allowed to take 15 days sick leave without medical certificate and can be taken for two consecutive days.
6. Family Responsibility Leave: The Consultant may take Ten (10) days of paid leave in a year to attend to important obligations such as tending family members during illness.
7. Unpaid Leave: The Consultant will not be paid for leave(s) that exceed the maximum allowed and the Client may terminate the contract if the unpaid leave exceeds more than thirty (30) working days.
8. Other leaves: The Consultant is entitled to leaves as per the Maldives Employment Act (Law no. 2/2008).

VII. Reporting Obligations and Deliverables

- a) The Media Consultant will be located within the Public Relation Section of the Ministry of Housing, Land and Urban Development. The Media Consultant shall report directly to Minister /Permanent Secretary on the status of the assignment on a regular basis.
- b) Media Consultant should report to work on week days from 0800 – 1600 hours other than public holidays and provide services to the Client for an average of 40 hours a week. Remuneration for less than 8 hours work per day will be on a pro-rate basis. The Corporate Manger may have to work extra hours in order to complete the tasks without extra payments.
- c) Media Consultant will need to attend department meetings, working sessions that fall outside of normal working hours or Saturdays.
- d) Media Consultant is required to report work in an official attire.

VIII. SELECTION CRITERIA

The Media Consultant will be selected based on the following criteria.

Rating Criteria	
Criterion	Rate
Education and Experience	50 points
- Bachelor's degree in marketing, Media and Journalism and Public Relations university with at least 3 years of relevant professional experience in related field of assignment.	
Performance Review (Based on referral information received), following areas will be looked into; <ul style="list-style-type: none">• Task completion• Meeting Deadlines• Leadership/ Intuitiveness	10 points
Interview	40 points

IX. APPLICATION INSTRUCTIONS

The Ministry invites interested individuals to submit Expression of Interest inclusive of the following documentation to demonstrate your eligibility for the assignment.

1. Cover Letter for Expression of Interest (EOI)
2. Copy of National Identification Card
3. Curriculum Vitae – including referee name
4. Copies of attested/accredited Academic qualifications (Certificates and Transcript)
5. Reference letters from current and/or previous employers
6. For candidates currently working at a government institution, a No Objection Letter from the current workplace should be provided.
7. Police Report

X. SUBMISSION

Interested candidates may submit their proposals on or before the time provided in the advertisement to the following address:

Human Resource Section

Ministry of Housing, Land and Urban Development, Ameenee Magu, Maafannu Male', 20392,

Republic of Maldives.

Email: jobs@housing.gov.mv