



Ministry of Construction and Infrastructure  
Male', Republic of Maldives.

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Advertisement Reference: (IUL)491-CDS5/491/2024/50

Date: 14<sup>th</sup> April 2024

## MEDIA EXECUTIVE Terms of Reference

### I. BACKGROUND

The Ministry of Construction and Infrastructure plays a pivotal role in the development and enhancement of infrastructure projects within the Republic of Maldives. As the primary governmental body overseeing construction and infrastructure initiatives, the Ministry is committed to transparent communication and documentation of its activities. In line with this commitment, the Ministry is seeking a highly skilled and experienced Media Executive for the Media and Strategic Communications Section to visually narrate the diverse spectrum of events, projects, and ceremonies that contribute to the nation's progress.

### II. SCOPE OF WORK

1. The work of the Media Executive will include the following tasks, among others:
  - a. Content Strategy and Creation
    - i. Develop a comprehensive Media strategy aligned with the Ministry's goals and values.
    - ii. Collaborate with internal teams to create and disperse engaging and relevant content for Twitter, Facebook, Instagram, LinkedIn, Media and any other platform deemed appropriate by the Ministry.
    - iii. Ensure a consistent brand voice and messaging across all platforms.
  - b. Platform management
    - i. Manage and regularly update content on Twitter, Facebook, Instagram, LinkedIn and any other platform deemed appropriate by the Ministry.
    - ii. Monitor trends, news and conversations relevant to the Ministry and incorporate them into content strategy.
    - iii. Establish and maintain an editorial calendar for scheduled posts, ensuring timely and consistent updates, ensuring to cover projects across Maldives under the purview of the Ministry.

- c. Audience engagement:
  - i. Actively engage with the audience on each platform, responding to comments, messages and mentions promptly under the guidance of Section Head, where applicable.
  - ii. Implement strategies to increase follower engagement and count.
- d. Campaign Coordination, team coordination and management.
  - i. Collaborate with internal teams to coordinate and execute Media campaigns aligned with Ministry initiatives and projects.
  - ii. Utilize each platform’s advertising features effectively for targeted campaigns under the guidance of the Section Head, where applicable.
- e. Analytics and Reporting
  - i. Monitor and analyze Media performance metrics using relevant tools.
  - ii. Create reporting format under the guidance of Section Head and provide regular reports to superiors on Key Performance Indicators, including engagement, and follower growth.
  - iii. Use insights to optimize content strategy and improve overall Media effectiveness.
  - iv. Coordinate with the internal teams (e.g.: Infrastructure Department) to ensure Media efforts align with broader strategies of the Ministry.
  - v. Communicate effectively with internal stakeholders / external stakeholders to gather information and updates for Media posts.
- f. Any other work-related tasks assigned by the Heads of Section that are related to the overall objectives of the Section and / Ministry.

### III. DURATION AND COMMENCEMENT OF SERVICES

- a) Expected contract commencement date: May 2024
- b) Contract will be on full-time basis, and contract will be for two years subject to annual review with a possibility of renewal.
- c) The performance criteria that will be used to assess the performance of the candidate at regular intervals, 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.

### IV. QUALIFICATION AND EXPERIENCE

- a) **Minimum Bachelor’s degree** in Marketing, International Marketing, Communications, Journalism or Public Relations or similar with **at least 3 years of Experience in** related field (Work related to Media work) to the assignment.
- b) Strong communication and coordination skills and ability to establish good working relationships with colleagues and stakeholders in a sensitive environment.

- c) Must demonstrate strong interpersonal and motivational skills and sensitivity to the local environment as well as the ability to work with minimal supervision.
- d) Willingness and ability to work effectively under pressure and ability to multi-task.
- e) Previous government experience in Work related to social media, media experience, certifications pertaining to social media, photography and videography skills would be an added advantage.

## **V. REMUNERATION AND LEAVE DETAILS**

1. The Media Executive will be paid fixed monthly fees of **MVR 15,000**. 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 Media Executive may take up to Thirty (30) working days' leave per calendar year upon the completion of the first year.
  - b) Sick Leave: The Media Executive may take Thirty (30) days of paid sick leave.
    - I. The Media Executive 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 Media Executive is allowed to take 15 days sick leave without medical certificate and can be taken for two consecutive days.
  - c) Family Responsibility Leave: The Media Executive may take Ten (10) days of paid leave in a year to attend to important obligations such as tending family members during illness.
  - d) Unpaid Leave: The Media Executive will not be paid for leave(s) that exceed the maximum allowed and the Ministry may terminate the contract if the unpaid leave exceeds more than thirty (30) working days.
  - e) Other leaves: The Media Executive is entitled to leaves as per the Maldives Employment Act (Law no. 2/2008).

## **VI. REPORTING OBLIGATIONS AND DELIVERABLES**

- a) The Media Executive will be located within the Ministry of Construction and Infrastructure, and report to the Director of Communications.
- b) The Media Executive is expected to report to work from 0800 to 1500 hours other than public holidays and provide services to the Ministry for an average of 35 hours a week. Remuneration for less than 7 hours work per day will be on a pro-rate basis. The Media Executive may have to work extra hours in order to complete the tasks without extra payments.

- c) The Media Executive will need to attend Work related to Media work that fall outside of normal working hours.

## VII. SERVICES AND FACILITIES TO BE PROVIDED BY THE MINISTRY

1. Office space and other facilities such as computers, camera equipment, drone and /or any other equipment required to execute scope of work will be provided to the Media Executive as required.
2. Travel expenses between Male' and project islands, food and accommodation for the trips will be provided as per the prevailing policies of the Ministry.

## VIII. SELECTION CRITERIA

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

Rating Criteria	
Criterion	Rate
<b>Experience</b>	<b>10 points</b>
<b>Minimum bachelor's degree</b> in Marketing, International Marketing, Communications, Journalism or Public Relations or similar	
<b>Experience in</b> related field (Work related to Media) with <b>at least 3 years</b> of professional experience in a related field to the assignment.	<b>45 points</b>
Interpersonal Skills, Practical and Presentation (will be assessed during personal interview)	<b>45 points</b>

## 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. Copy of National Identification Card
2. Curriculum Vitae – including referee name & contact details to confirm experience.
3. Copies of attested/accredited Academic qualifications, if available.
4. For candidates currently working at a government institution, a No Objection Letter from the current workplace should be provided.
5. Police Report

## X. SUBMISSION

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

Human Resource Department  
 Ministry of Construction and Infrastructure,  
 Ameenee Magu, Maafannu Male', 20392,  
 Republic of Maldives.  
 Email: [jobs.mci@infrastructure.gov.mv](mailto:jobs.mci@infrastructure.gov.mv)