



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

**TERMS OF REFERENCE**  
**Media Consultant (Local Individual)**

**Advertisement Reference: (IUL)471-CDS5/471/2024/58**

**Date: 12/05/2024**

**I. Background**

The Ministry of Housing, Land and Urban Development is mandated by government to implement and oversee National development initiatives and Housing projects throughout the Maldives. Emphasizing transparent communication, the Ministry seeks a liaison to facilitate interaction between the public and the Ministry, promoting the Ministry's initiatives and raising awareness on legislations.

Thus, the Ministry of Housing, Land and Urban Development is seeking to hire **01 Media Consultant** who will act as a single point of contact for all public relations work.

**II. Scope of Work**

The 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.
- Any other work-related tasks assigned by Ministry that are related to the Overall Objectives of Section and Ministry.

### III. Duration and Commencement of Services

- a) Expected contract commencement date: **JUNE 2024**
- b) The contract will be on a 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.

### IV. Qualification and Experience

- a) Diploma or Advance Diploma in /Media/ Journalism/ Public Relations with at least 4 years of relevant experience in related field of assignment (work related media).

Or

Bachelor's degree in marketing /media/ journalism/ public Relations with at least 3 years of relevant experience in related field of assignment (work related media).

- 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.

## **V. 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).

## **VI. Reporting Obligations and Deliverables**

- a) The Media Consultant will be located within the Ministry of Housing, Land and Urban Development. The Media Consultant shall report directly to the Permanent Secretary/ Corporate Head on the status of the assignment on a regular basis.
- b) The Media Consultant should report to work on weekdays from 0800 – 1600 hours other than public holidays and provide services to the Ministry 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 Media Consultant may have to work extra hours in order to complete the tasks without extra payments.
- c) The Media Consultant will need to work related to Media work fall outside of normal working hours or Saturdays.
- d) Media Consultant is required to report work in an official attire.

## VII. Services and facilities to be provided by the Ministry.

1. Office space and other facilities such as computer system, camera equipment and/or any other equipment required to execute scope of work will be provided to the Media Consultant as required.

## VIII. Selection Criteria

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

<b>Rating Criteria</b>	
<b>Criterion</b>	<b>Rate</b>
<b>Minimum Qualification (Education and Experience)</b>	
a) Diploma or Advance Diploma in /Media/ Journalism/ Public Relations with at least 4 years of relevant experience in related field of assignment (work related media).  Or  b) Bachelor's degree in marketing /media/ journalism/ public Relations with at least 3 years of relevant experience in related field of assignment (work related media).	<b>50 points</b>
<b>Additional Qualification</b>	<b>05 points</b>
<b>Additional Experience</b>	<b>05 points</b>
<b>Interview</b>	<b>40 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. 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](mailto:jobs@housing.gov.mv)