

TERMS OF REFERENCE (TOR)

Post:	Marketing and PR Assistant
No of Vacancies:	01
Post Type:	Permanent
Department:	Marketing and PR Department
Reporting to:	Chief Operating Officer

Key tasks, responsibilities, and deliverables:

- Create and capture high-quality photos and videos for various marketing purposes, including website, social media, and events.
- Conduct industry research to create engaging marketing materials.
- Write blog posts, articles, and other marketing content related to industry topics.
- Edit and proofread content for accuracy and clarity.
- Execute marketing campaigns with the team.
- Utilize editing software for photo and video editing.
- Work with design teams to maintain consistent brand representation.
- Manage multiple design projects within deadlines.
- Conduct market research to tailor designs to target audience preferences.
- Utilize graphic design expertise for website and social media content creation.
- Create original illustrations for various materials.
- Generate marketing content for both digital and traditional platforms.
- Capture event photography and support Marketing and PR initiatives.
- Catering to ad-hoc requests from Marketing and PR Department as necessary.

Requirements and Qualifications:

- Certificate 3 in relevant field,
OR,
- GCE 'O' Level 5 pass
OR
- GCE 'O' Level 3 pass with 1-year relevant experience.

Other Competencies required:

- Excellent written and verbal communication skills in both Dhivehi and English.
- Familiar in graphics design ,Marketing or any other relevant technical field is an added advantage.
- Familiar with Microsoft Office applications.
- Familiarity with design software and technologies (such as InDesign, Illustrator, Dreamweaver, Photoshop)
- Problem-solving, and decision-making skills with the ability to adapt to change.
- Demonstrated job commitment and personal flexibility to meet changing expectations.

- Commitment to self-development and expansion of knowledge.
- Excellent interpersonal and communication skills
- A keen eye for aesthetics and details
- Innovative in approach and be quick to respond to the trends
- Ability to work methodically and meet deadlines
- Preference may be given to candidates who have worked in a public company in a similar field

Remuneration package:

- Gross pay: MVR 13,800

Other Benefits:

- Health Insurance as per company policy
- Training and development opportunities

Working Hours:

- The selected applicant will be required to work from 0800 to 1600 on weekdays.

Documents required with the job application:

- Complete and up-to-date Curriculum Vitae (CV).
- Copy of valid National Identity Card.
- Copies of academic certificates with transcripts. **(International certificates must be accredited by MQA)**
- Reference letters from current/ previous employers certifying type of employment, job roles, and service period.
- Recommendation letters from previous supervisors or employers (optional).

How to Apply:

- Required documents should be submitted using the link: <https://sdfcmv.aidaform.com/job-application-form-marketing-and-pr-assistant> before **13th June 2024, 14:00hours**.

Important notes to applicants:

- Incomplete applications will be rejected without further notice.
- Applications should be submitted only via the given link, applications received via email will be rejected.
- Only short-listed candidates will be notified for an interview.

For inquiries, please contact us on weekdays between 9:00 am to 14:00 pm via phone at 3026016 / 3026018 or email to careers@sdfc.mv

