

Advertisement No: MFMC/I/2024/34

Marketing & Sales Executive

1. Scope of work

Maldives Fund Management Corporation Limited (MFMC) is a 100% state-owned company established by president decree in the Republic of Maldives. MFMC was formed with the objective of seeking capital market solutions for private sector development while creating opportunities for local and foreign investors to benefit from investment in various sectors of the Maldivian economy.

MFMC is currently working across 3 major areas, Tourism/Hospitality, Infrastructure and Renewable Energy. The company is currently developing major projects in tourism and infrastructure.

Marketing & Sales Executive is responsible for establishing and directing the marketing and sales activities of MFMC including advertising and public relations under the direction of the head of the department.

2. Specific responsibility

- 2.1. Plan, develop and implement marketing, communications and sales strategy of MFMC
- 2.2. Implementing and overseeing the concepts and branding for products and events
- 2.3. Conduct market research and study to identify the current market trends, consumer behavior and forecasting activities.
- 2.4. Managing the company's online presence and digital marketing campaigns, including social media, website, and search engine optimization (SOE)
- 2.5. Creating marketing content and managing the production of communication materials
- 2.6. Planning and executing events such as product launches, trade shows, business round tables and conferences
- 2.7. Measuring the effectiveness of marketing and sales campaigns and using the data for the development of new strategies and tactics
- 2.8. Identify and understand stakeholders' business needs and objectives to develop marketing and sales campaigns
- 2.9. Providing guidance and support to the marketing team to achieve business objectives
- 2.10. Managing relationships with media outlets, journalists, and influencers to promote company's products.
- 2.11. Collaborate with external agencies and stakeholders to ensure timely delivery of information
- 2.12. Other duties as assigned by the supervisor.

3. Requirements:

- 3.1. Bachelor's Degree or equivalent level qualification in relevant field (Marketing, Communications, Public Relations, Business Management, Tourism, Hospitality, or related field)
- 3.2. Minimum 3 years' experience in Marketing and Communications field
- 3.3. Relevant experience in State-Owned Enterprise and/or government institution will be an added advantage.

3. Preferred Skills:

- 4.1. Experience in tourism related marketing will be an added advantage
- 4.2. Experience in development and creation of marketing material/content
- 4.3. Familiar with digital marketing and data analysis methods
- 4.4. Excellent communication skills, with effective stakeholder management
- 4.5. A professional with a client-minded focus, detail-oriented and well-organized, with ability to exercise sound arguments and exercises
- 4.6. Attention to detail and a creative and innovative approach to work.
- 4.7. Ability to effectively prioritize and execute tasks in a high-pressure environment

Remuneration: MVR 16,500.00 – 18,500.00

Interested candidates, please email to HR@mfmc.mv, the following listed documents;

- a) CV
- b) Accredited Certificate Copies and Transcript
- c) O' Level and A' Level Certificates Copies
- d) Reference Letter(s)
- e) ID Copy