



JOB SPECIFICATION

Position Details	
Designation:	Social Media Coordinator
Level:	9
Department/Section:	Social Media & Content Creation /Social Media
Salary Details	
<ul style="list-style-type: none">• Basic Salary: MVR MVR 8,284/-• Service Allowance: MVR 2,899/-• Living Allowance: MVR 2,485/-• Other Allowances: As per HR policy• Overtime will be paid accordingly.	
Qualifications	
<ul style="list-style-type: none">• Diploma (National Qualification level 5) (OR)• Certificate level 4 with 1 year of work experience OR, (OR)• GCE O' Level with 2 years and above experience in a relevant field.	
Responsibilities	
<ol style="list-style-type: none">1. Planning, building, and implementing corporate advertising campaigns across multiple channels and platforms including Google, LinkedIn and Twitter.2. Execute corporate digital marketing strategies across multiples channels and platforms to achieve overall marketing goals in an integrated marketing communication approach.3. Plan content calendars and manage the day-to-day messaging, monitoring, and moderation of all social media channels e.g., posts, videos, competitions, mini and major campaigns etc.4. Research and provide inputs to level up advertising creatives across all the social media platforms5. Supporting the development and delivery of corporate marketing activities that contribute to the marketing fairs, roadshows etc.6. Utilize tracking and analytics tools such as ad dashboards to measure campaign performance and to report insights to the management.7. Brainstorm and brief visual and copy ideas with other team members of the creative team8. Track performance of social media campaigns, content, and overall health of social handles with regular reporting on metrics such as follower's growth, reach, engagement, profile visits, web traffic, conversion, etc.9. Partner with social platforms to identify new opportunities and develop innovative activations.10. Collaborate with cross-functional teams and assist with projects like advertisements, marketing materials, product launches, etc.11. Constantly on the lookout for new developments and figuring out how to bring them into the company's marketing ecosystem.12. Following growth methodology, prioritize the most impactful ideas from your research, execute fast and present insights to the team.13. Execute platform marketing campaigns using solutions to boost campaign performance.14. Execute customer acquisition strategies through demand generation and remarketing campaigns utilizing search, paid social, video, and mobile advertising.15. Carry out all other tasks of the section assigned by the supervisor.16. Collaborate with all other departments/sections of the corporation as & when required.17. Participate in all the activities organized by the Corporation.	



Experience/ Familiarity
<ul style="list-style-type: none">✓ Social media marketing experience [Corporate/Tourism industry exp is a plus].✓ Experience in using social media management software solutions (Sprout Social, Buffer, Hootsuite) and web analytics (Google Analytics).✓ Familiarity with social media platforms and tools.✓ Familiarity with social media regulations.
Knowledge and skills
<ul style="list-style-type: none">✓ Knowledge of social media and Maldives as a brand.✓ Knowledge of digital marketing strategies.✓ Ability to create interesting content.✓ Outstanding written and verbal communication skills.✓ Strong analytical skills to measure and report social media metrics.✓ Ability to identify new opportunities and develop innovative activations.✓ Working knowledge in editing tools.✓ Editing and presentation skills.✓ In depth knowledge of major social media platforms (Instagram, Facebook, LinkedIn & TikTok).✓ Ability to create and develop content which is engaging. Content creation would include text, visuals and videos.✓ Basic Design skills and familiarity with the relevant design softwares such as Adobe Photoshop & Illustrator✓ Understanding and interpreting social media metrics to measure performance and adjust relevant strategies✓ Experience with social media advertising platforms✓ Basic understanding of Search Engine Optimization to improve visibility.✓ Ability to create original short form videos for platforms like TikTok or Instagram Reels
Competencies (or personal characteristics)
<ul style="list-style-type: none">✓ Creative and innovative✓ Planning and prioritization✓ Multitasking when needed✓ Punctuality