



JOB SPECIFICATION

Position Details	
Designation:	Manager, Social Media
Level:	6
Department/Section:	Social Media & Content /Social Media
Salary Details	
<ul style="list-style-type: none">• Basic Salary: MVR 13,680/-• Service Allowance: MVR 4,788/-• Living Allowance: MVR 4,104/-• Other Allowances: As per HR policy• Overtime will be paid accordingly.	
Qualifications	
<ul style="list-style-type: none">• Master's degree, Advance professional diploma, Advance professional certificate (National qualification level 9) (OR)• Bachelors' honors degree, bachelor's degree, Professional diploma, Professional certificate (National Qualification level 8 or 7) with a minimum of 1 year of experience. (OR)• College Diploma (National Qualification level 5) with a minimum of 5 (Five) Years' experience. (OR)• O level with 10 years and above experience in a relevant field.	
Responsibilities	
<ol style="list-style-type: none">1. Prepare the Social Media Marketing plan & Budget for the year.2. Develop, implement, and manage the social media strategy of Maldives in consultation with HOD.3. Develop creative social media marketing campaigns for Maldives tourism to be run on visit Maldives social media handles (Facebook, Twitter, Instagram, YouTube, TikTok, LinkedIn, Google Ads and Pinterest).4. Create targets to increase the follower base of the visit Maldives social media handles. Execute Campaigns that help to increase followers and engagement with the Maldives social media platforms.5. Manage and oversee social media content.6. Lead social media team to screen online news and social media mention of Maldives to include in the ongoing social media campaign. This will include attempts to capitalize on current online trends as well as mitigate negative mention of Maldives.7. Conduct research to measure the success of social media campaigns and identify opportunities.	





8. Stay up to date with the latest social media best practices and technologies and ensure its application to visit Maldives handles.
9. Collaborate with marketing teams to create targeted campaigns for individual markets in line with the action plans of the respective target markets.
10. Monitor user engagement and suggest content optimization. Recommend best methods to do so.
11. Collaborate with industry partners to create joint campaigns.
12. Generate, edit, publish, and share daily content that adheres to the Maldives brand as a tourism destination.
13. Continuously improve by capturing and analyzing the trends, insights, and best practices
14. Manage timely responses and interactions on social media and websites.
15. Daily reporting to Head of Marketing on the ongoing activities
16. Regular updates and sharing of metric analysis reports with the Managing Director and Head of Marketing.
17. 18. Provide timely feedback on the work progress of the team & guide the team to carry forward.

Experience/ Familiarity

- ✓ 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
- ✓ Familiarity with web design
- ✓ Proven experience as a Social Media Manager or similar role
- ✓ Strong graphic design skills with proficiency design software (eg: Adobe Creative Suite)

Knowledge and skills

- ✓ 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.
 - ✓ Knowledge of online marketing channels
 - ✓ Excellent communication skills
 - ✓ Working knowledge in editing tools
 - ✓ Editing and presentation skills
- Preferred Skills:
- ✓ Knowledge of SEO & Content Marketing
 - ✓ Video Editing & production experience
 - ✓ Experience in social media advertising and paid campaigns



**MALDIVES MARKETING &
PR CORPORATION**
State Owned Corporation

Competencies (or personal characteristics)

- ✓ Creative and innovative
- ✓ Critical thinking & decision making
- ✓ Search Engine optimization & Content Writing
- ✓ Strategic planning
- ✓ Planning and prioritization



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