



Malé Business Center, Sakeena Mazil, Medhuziyaaraay Magu,
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Marketing and Public Relations Officer - Terms of Reference

Introduction

Business Center Corporation (BCC) is a state-owned enterprise (SOE) incorporated in 2017 to coordinate and oversee the management of regional business development service centers (BCs) established, by the Ministry of Economic Development, under the SME Act (6/2013).

The purpose of the Business Centers (BCs) is to contribute to the establishment of an enabling business environment to support inclusive economic growth by providing and building capacity for sustainable, demand-driven business development services and to facilitate market access which will serve the growth needs of the micro, small and medium-sized enterprise (MSME) sector in the Maldives.

BCC would like to engage services of a qualified marketing and public relations officer to work in-house in the Corporation.

Scope of work

With the overall guidance of the Head of Marketing and Managing Director the successful candidate is required to focus on the development and implementation of e-communication strategies, ensure effective communication with key stakeholders with a goal of increasing the visibility of Business Center Corporation.

Responsibilities and Duties:

- Provide clients (SMEs and potential startups) with information about promotional activities
- Dealing with enquiries from public, press and other relevant organisations
- Establish and maintain effective working relationships with local media
- Analyse media coverage and formulate advertising and marketing strategies to better reach the potential clients
- Update content on website, expand BCC's outreach capacity through Instagram, Facebook, Twitter, Youtube and other digital media tools
- Prepare program related documents or updates including profiles, success stories and fact sheets
- Assist in event planning, conferences, workshops and trainings



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- Any other related and internal organisational service delivery work assigned by BCC.

Desired qualifications, knowledge, skills and experience:

Applicants should possess the following qualifications:

- Educated to diploma level / A Level or an equivalent qualification. Students who are currently in their undergraduate studies are encouraged to apply.
- Innovative in approach to building online presence, knowledge on PR tools and tactics, and be quick to respond to media trends
- Excellent interpersonal communication at all levels (verbal and written) in both Dhivehi and English
- Able to multitask, manage a varied workload and meet tight deadlines
- A high level of professionalism on the job at all times
- Excellent copywriting skills i.e. able to position stories relative to target audience
- Computer literacy and social networking strategies
- Strong team player

Immediate Supervisor and reporting:

On a day-to-day basis the successful candidate will report to Head of Marketing and shall report to other relevant officials in BCC as instructed by the Managing Director

Contract Duration:

Full Time from the date of contract signing with 3 months' probation.

Remuneration package inclusive of all benefits and pension contribution: MVR 13,000 per month

Working Hours – 8:00am - 4:00pm weekdays with 1-hour lunch break. The successful candidate shall be available to work in the BCC premises during official working hours.

Work station: Business Center Corporation (3rd Floor Sakeena Manzil)

Application deadline – 10th October 2019, 1500 hrs.



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Applications shall be submitted via email to info@bcn.mv or to
Business Center Corporation,
3rd Floor Sakeena Manzil, Medhuziyaarai Magu
Tel: +(960) 3010-548

Note: Only shortlisted candidates will be contacted for an interview.
