



Maldives Fisheries and
Ocean Resources Marketing
and Promotion Corporation Limited
Company Reg. no.: C09282024

Job Announcement

Date: 21st August 2025

No: MFORMPC-IUL/2025/0001

Position	Marketing Executive
Basic Salary:	MVR 10,500.00
Allowances: Service Allowance: Living Allowance:	MVR 2,750.00 MVR 3,000.00
No of Vacancy:	01
Field:	Marketing & Business Development
Background <p>The President established the company under the authority vested in Section 15 of the Companies Act (7/2023), as announced in Presidential Decree No. 03/2024.</p> <p>The company was founded with the primary objective of expanding the nation's fishing industry and enhancing its social benefits by promoting and marketing Maldivian products in the global market. This includes products derived from aquaculture, mariculture, and other marine sources. To boost revenue, the company will also introduce a distinctive brand for local fisheries, promoting it both domestically and in key international markets.</p>	
<u>Qualification, Experience, Skills and Competencies:</u> <ul style="list-style-type: none">• Bachelor's Degree in Graphic Design and Multimedia, Marketing Communications, or an equivalent field.• 3-5 years of experience in designing, digital marketing, or similar roles.• Proven track record of past works in the field.• Proficiency in creative software such as, Adobe Illustrator, Photoshop, Indesign, Lightroom etc.• Familiarity with social media platforms, email marketing tools, and basic knowledge of SEO/SEM.• Proficiency in MS Office (Word, Excel, PowerPoint); experience with graphic design tools (e.g., Canva, Adobe Creative Suite) is a plus.• Ability to develop engaging marketing content and analyze the success of marketing initiatives.	



- Strong written and verbal communication skills for effective collaboration with team members and external partners.
- Strong organizational and time management skills to handle multiple projects simultaneously and meet deadlines.
- Ability to work collaboratively within a team and adapt to changing marketing trends and priorities.

Key Responsibilities:

- **Marketing Campaigns:**
 1. Assist in planning, developing, and executing marketing campaigns, both digital and offline.
 2. Support the team in creating marketing plans that align with the company's strategic goals and market trends.
 3. Help monitor and evaluate the performance of campaigns and prepare reports on results and recommendations for improvement
- **Content Development & Management:**
 1. Contribute to the creation of content for marketing materials such as brochures, email newsletters, social media posts, and blog articles.
 2. Assist in managing the company's website and social media platforms, ensuring content is fresh, engaging, and aligned with brand guidelines.
 3. Coordinate with marketing team, and agencies to create high-quality marketing materials.
- **Digital Marketing Support:**
 1. Assist to day-to-day activities on social media platforms such as content posting, audience interaction, and engagement tracking.
 2. Support SEO, SEM, and other digital marketing efforts by collaborating with external agencies and the internal team.
 3. Assist in executing email marketing campaigns, managing mailing lists, and tracking campaign performance.
- **Event Planning & Coordination:**
 1. Assist in organizing promotional events, trade shows, and exhibitions to represent the company.
 2. Develop marketing materials for events and international fairs.
 3. Ensure successful execution of events by working closely with internal teams and external partners.
- **Market Research:**
 1. Conduct market research to identify new opportunities, trends, and competitors' activities.
 2. Assist in gathering customer insights to improve marketing strategies and product offerings.
 3. Help analyze market data and create reports on customer demographics, preferences, and buying patterns.
- **Brand Management:**
 1. Support brand-building initiatives by ensuring consistency across all marketing channels.



2. Contribute to the development of branding guidelines and materials to strengthen the organization's market presence.
 3. Assist in managing and maintaining marketing collateral such as brochures, flyers, and digital assets.
- **Collaboration & Communication:**
 1. Work closely with sales, product development, and design teams to align marketing activities with company objectives.
 2. Liaise with external vendors, media agencies, and other partners to ensure effective implementation of marketing plans.
 3. Provide administrative support to the marketing department, including coordinating meetings, preparing marketing materials, and managing communications.

Note: This position is open for **Maldivians** Only.

Application deadline: 28th August 2025, 14:00PM.

Interested candidates are requested to email the following documents **as a single PDF file** to hr@mformpc.mv

1. Completed Job Application Form
2. Accredited copies of qualifications
3. Work experience letters
4. Copy of National Identity Card
5. Curriculum Vitae