



Terms of Reference

Position Title:	Marketing and Communication Manager
Missco Code:	1222
Skill Level:	4
Public Service Rank:	9
Type of Appointment:	Full-Time Contract

Introduction:

The Ministry of Economic Development, Transport & Trade (MEDTT) is seeking a qualified **Marketing and Communications Manager** to lead the development and management of the Ministry's digital communication strategies. The role will include overseeing the Ministry's social media platforms, executing targeted communication initiatives, and ensuring coherent internal and external messaging that strengthens stakeholder engagement and promotes ministry programs.

In addition, the Marketing and Communications Manager will be responsible for producing high-quality visual and written content to support the Ministry's projects, public awareness campaigns, and official communications. All outputs must align with national objectives and contribute to enhancing public engagement and the Ministry's overall visibility.

Scope of work:

The Marketing and Communications Manager will work closely with the MEDTT team, particularly with the Minister's Bureau, to perform the following tasks:

- Design, execute, and oversee communication strategies that strengthen stakeholder engagement, promote ministry initiatives, and ensure coherent messaging.
- Oversee advertising campaigns and creative marketing strategies.
- Analyze market trends and recommend communication approaches accordingly.
- Monitor and report on the effectiveness of marketing and communication initiatives.
- Develop, execute, and govern marketing and communication programs aligned with the Ministry's strategic priorities.
- Create motion graphics, animations, and visual presentations to enhance public communication efforts.
- Develop storyboards, scripts, and visual concepts for ministry campaigns and events.
- Provide creative direction for multimedia content that effectively conveys the Ministry's policies, programs, and initiatives.
- Collaborate with internal departments to produce high-quality content for social media, websites, and public events.
- Crisis communication
- Ensure all communication materials adhere to government standards and reflect the Ministry's brand identity.
- Any other PR related works assigned by the HOD

Qualifications and Experience:

Level 10 qualification under the Maldives National Qualifications Framework (MNQF) in a field relevant to the position, along with a minimum of 2 years of professional experience in a managerial or leadership role related to the duties of the post.

OR

Level 9 qualification under the Maldives National Qualifications Framework (MNQF) in a field relevant to the position, along with at least 4 years of work experience in a relevant field. Out of this experience, a minimum of 2 years should be in a managerial or leadership role.

OR

Level 7 or 8 qualification under the Maldives National Qualifications Framework (MNQF) in a field relevant to the position, along with at least 8 years of work experience in a relevant field. Out of this experience, a minimum of 2 years should be in a managerial or leadership role.

Educational Field:

- Advertising, Public Relations and Advertising, Marketing and Advertising, Advertising and Branding, Advertising and Brand Design, Advertising and Brand Management, Digital Advertising, Creative Advertising, Marketing, Digital Markets, Marketing Management, Brand and Marketing Management, Marketing and Media, Public Relations and Marketing, Business Management and Marketing, Business Management (Marketing), Graphic Design, Graphics and Digital Design, Graphics and Multimedia, Graphic Design and Typography, Graphic Communication, Graphic Communication Design, Graphic Design and Digital Marketing, Graphic Arts, Computer Graphic Design, Multimedia Design, Graphics and Multimedia, Multimedia Technology.

Experience Field:

- Experience in managerial-level and technical roles, as well as in conducting research, within the fields of advertising, marketing, public relations, or communications.

Other Skills:

Technical Skills:

- Proficiency in Adobe Creative Suite (including Photoshop, Illustrator, Premiere Pro, After Effects).
- Experience with video editing, color correction, and motion graphics.
- Knowledge of 2D/3D animation tools (e.g., Blender, Cinema 4D) is an advantage

Soft Skills:

- Strong storytelling and creative problem-solving abilities.
- Excellent communication and project management skills.
- Ability to work under tight deadlines and handle multiple projects simultaneously.
- Strong attention to detail and adherence to government communication standards.
- Fluency in both Dhivehi and English, with strong writing and interpersonal communication abilities.



Contract Terms:

- **Remuneration:**

Basic Salary: 16,080.00

Job Allowance: 7,505.00

Attendance Allowance: 205.00 per day

- **Contract Duration:** 2 years, renewable based on performance

- **Probation Period:** 3 months

- **Working Hour:** 8:00 – 16:00

Candidate Evaluation and Selection Process

Candidates will be assessed through a multi-stage process that evaluates academic background, professional experience, technical knowledge, and practical skills. The process will include a Presentation and Interview to measure communication and delivery capabilities.

Application Requirements:

Interested candidates must submit:

- ID Card copy
- Educational certificates and professional certifications
- Detailed CV/resume highlighting editorial and writing experience
- Reference letters from previous clients or employers (minimum 3)
- Comprehensive portfolio of previous work including various writing samples (articles, scripts, promotional materials, official documents)

PowerPoint Presentation should cover the following areas.

- Creative Content Sample

10 May 2026