



## Terms of Reference

<b>Position Title:</b>	Marketing Officer
<b>Missco Code:</b>	3335
<b>Skill Level:</b>	3
<b>Public Service Rank:</b>	5
<b>Type of Appointment:</b>	Full-Time Contract

### **Introduction**

The Ministry of Economic Development, Transport & Trade (MEDTT) is seeking 2 qualified Marketing Officers to support the Ministry's communication and promotional efforts. The officers will play a key role in enhancing the Ministry's brand identity, effectively communicating policy initiatives and economic developments, and supporting public awareness campaigns.

Marketing Officers will be responsible for producing high-quality multimedia content across various platforms. This includes graphic design, photography, videography, and digital storytelling to ensure that the Ministry's initiatives are presented in a clear, engaging, and professional manner.

### **Scope of work**

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

- Enhances the Ministry's brand identity and public image
- Effectively communicates policy initiatives and economic developments
- Supports promotional campaigns and public awareness programs
- Produces high-quality multimedia content for various communication channels

### **Graphic Design**

- Capability to follow visual identity guides and branding elements
- Create infographics, charts, and data visualizations for reports and presentations
- Design promotional materials including brochures, flyers, banners, and posters
- Develop social media graphics and digital marketing materials
- Create presentation templates and slide designs for Ministry's official purposes
- Design weekly/monthly/annual reports, policy documents, and publication layouts

### **Photography**

- Conduct professional photography for Ministry events, meetings, and official functions
- Document project sites, infrastructure developments, and economic activities
- Edit and enhance photographs for various publication requirements
- Maintain digital photo archives with proper cataloging and metadata



## **Videography & Editing**

- Shoot and produce promotional videos for Ministry Initiatives and Projects
- Produce training and educational videos for internal and external use
- Conduct video interviews with Ministry officials and stakeholders
- Live stream and record official events, conferences, and seminars
- Create short-form content for social media platforms
- Create animated graphics and visual effects where necessary
- Add subtitles and translations as required
- Optimize content for various platforms and formats
- Ensure all content meets broadcast and web standards
- Any other PR related works assigned by the HOD

## **Qualifications and Experience:**

Level 5 or 6 qualification under the Maldives National Qualifications Framework (MNQF) in a field relevant to the position

### **Educational Field:**

- Advertising, Advertising and Graphic Design, Advertising and Brand Communication, Advertising and Multimedia Branding, Marketing, Marketing Management, Marketing and Communication, Marketing and Media, Graphic Design, Multimedia Design, Graphics and Multimedia, Multimedia and Technology.

### **Experience Field:**

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

## **Other Skills:**

### **Technical Skills:**

- Proficiency in Adobe Creative Suite
- Knowledge of photography techniques and equipment
- Video production and editing capabilities
- Understanding of design principles and social media requirements
- Knowledge of printing processes and specifications

### **Soft Skills:**

- Excellent creative and artistic abilities
- Strong project management and time management skills
- Ability to work under pressure and meet tight deadlines
- Good communication and interpersonal skills
- Flexibility to adapt to changing requirements and priorities



### **Contract Terms:**

- **Remuneration:**

Basic Salary: 9,495.00

Job Allowance: 2,850.00

Attendance Allowance: 75.00 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 an 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
- Comprehensive portfolio of previous work including various writing samples (articles, scripts, promotional materials, official documents)
- Reference letters from previous clients or employers (minimum 3)

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10 May 2026