



Ministry of Infrastructure, Housing and Urban Development
Male', Maldives

Advertisement Reference: (IUL)491-CDS5/491/2026/75

Date: 14th May 2026

Marketing Officer

Terms of Reference

BACKGROUND

The Ministry of Infrastructure, Housing and Urban Development plays a pivotal role in the development and enhancement of infrastructure projects within the Republic of Maldives. As the primary governmental body overseeing construction, housing and infrastructure initiatives, the Ministry is committed to transparent communication and documentation of its activities. In line with this commitment, the Ministry is seeking a skilled and experienced Marketing Officer for the Public Relations Section to visually narrate the diverse spectrum of events, projects, and ceremonies that contribute to the nation's progress.

SCOPE OF WORK

The work of the Marketing Officer will include the following tasks, among others:

1. Content and Creation
 - i. Collaborate with internal teams to create and disperse engaging and relevant content for Twitter, Facebook, Instagram, Media and any other platform deemed appropriate by the Ministry.
 - ii. Proficiency in English and Dhivehi language.
 - iii. Preparation scripts and content writing for all ministry platforms and other initiatives related to the Ministry.
2. Platform management
 - iv. Manage and regularly update content on Twitter, Facebook, Instagram, and any other platform deemed appropriate by the Ministry.
 - v. Monitor trends, news, and conversations relevant to the Ministry and incorporate them into content strategy.
 - vi. Maintain an editorial calendar for scheduled posts, ensuring timely and consistent updates, ensuring to cover projects across Maldives under the purview of the Ministry.
3. Campaign Coordination, team coordination and management.



- vii. Collaborate with internal teams to coordinate and execute Media campaigns aligned with Ministry initiatives and projects.
4. Managing Administrative tasks
 - i. Collaborate with internal teams to coordinate and execute Media campaigns aligned with Ministry initiatives and projects.
 - ii. Prepare and disseminate departmental requests and official correspondence as required for various purposes.
 - iii. Ensure that all requests and correspondence are properly archived and maintained for record keeping.
 5. Analytics and Reporting
 - i. Monitor and analyze Media performance metrics using relevant tools.
 - ii. Create reporting format under the guidance of Section Head and provide weekly reports to superiors on Key Performance Indicators, including engagement, and follower growth.
 - iii. Use insights to optimize content overall Media effectiveness.
 - iv. Coordinate with the internal teams (e.g.: Infrastructure Department) to ensure Media efforts align with broader strategies of the Ministry.
 - v. Communicate effectively with internal stakeholders / external stakeholders to gather information and updates for Media posts.
 6. Event Management
 - i. Collaborate with internal teams to coordinate and execute Ministry events aligned with Ministry initiatives and projects.
 - ii. Manage major components of event planning with related departments
 7. Any other work-related tasks assigned by the Heads of Section that are related to the overall objectives of the Section and / Ministry.

DURATION AND COMMENCEMENT OF SERVICES

1. Expected contract commencement date: June 2026
2. The contract will be on a full-time basis, and the contract will be for two years subject to annual review with the possibility of renewal.
3. The performance criteria that will be used to assess the performance of the candidate at regular intervals, based upon which the contract may be continued or terminated, are the effectiveness, efficiency and quality of delivering on the Scope of Services, Duties and Responsibilities of the assignment.



QUALIFICATION AND EXPERIENCE

1. Diploma in the relevant field to the assignment.
2. Experience in the field will be an added advantage.
3. Strong communication and coordination skills and the ability to establish good working relationships with colleagues and stakeholders in a sensitive environment.
4. Must demonstrate strong interpersonal and motivational skills and sensitivity to the local environment as well as the ability to work with minimal supervision.
5. Willingness and ability to work effectively under pressure and ability to multi-task.
6. Previous government experience in Work related to social media, media experience, certifications pertaining to social media, would be an added advantage.

REMUNERATION AND LEAVE DETAILS

1. The Marketing Officer will be paid fixed monthly fees of **MVR 9,495**, Job Allowance of **MVR 2,850** and attendance allowance of **MVR 75** per present day.
2. Successful candidates will be entitled to Pension deduction as per Maldivian Pension Act from the Monthly Basic Salary (7%).
3. Any additional allowances payable to the individual for duty travel assignments shall be compensated at the government prevailing rates by the Client.
4. Ramadan allowance shall be compensated at the government prevailing rates.
5. Leave entitlement shall be as follows;
 - a. Annual Leave: The Marketing Officer may take Thirty (30) working days' leave per calendar year upon the completion of the first year.
 - b. Sick Leave: The Marketing Officer may take Thirty (30) days of paid sick leave.
 - I. The Marketing Officer is allowed to take 30 days sick leave with a medical certificate specifying the nature of the illness and the recommended duration of sick leave by a licensed medical practitioner is to be submitted on the first day back at work.
 - II. Notwithstanding the above, the Marketing Officer is allowed to take 15 days sick leave without a medical certificate and can be taken for two consecutive days.
 - c. Family Responsibility Leave: The Marketing Officer may take Ten (10) days of paid leave in a year to attend to important obligations such as tending to family members during illness.



- d. Unpaid Leave: The Marketing Officer will not be paid for leave(s) that exceed the maximum allowed, and the Ministry may terminate the contract if the unpaid leave exceeds more than thirty (30) working days.
- e. Other leaves: The Marketing Officer is entitled to leaves as per the Maldives Employment Act (Law no. 2/2008).

REPORTING OBLIGATIONS AND DELIVERABLES

1. The Marketing Officer will be located within the Ministry of Infrastructure, Housing and Urban Development and will report to the Director of Communications.
2. The Marketing Officer is expected to report to work from 0800 to 1500 hours other than public holidays and provide services to the Ministry for an average of 35 hours a week. The Marketing Officer may have to work extra hours in order to complete the tasks without extra pay.
3. The Marketing Officer will be expected to undertake duties outside working hours when required.

SERVICES AND FACILITIES TO BE PROVIDED BY THE MINISTRY

1. Office space and other facilities such as computers, camera equipment, drones and /or any other equipment required to execute the scope of work will be provided to the Marketing Officer as required.
2. Travel expenses between Male' and project islands, food and accommodation for the trips will be provided as per the prevailing policies of the Ministry.

SELECTION CRITERIA

The Marketing Officer will be selected based on the following criteria.

| Criterion | Rate |
|---|-----------|
| Education | 20 points |
| Experience in a relevant field | 10 points |
| Portfolio depicting Graphic Design work undertaken. | 30 points |
| Interpersonal Skills, Practical and Presentation (will be assessed during personal interview) | 40 points |



APPLICATION INSTRUCTIONS

The Ministry invites interested individuals to submit an Expression of Interest, including the following documentation to demonstrate your eligibility for the assignment.

1. Copy of National Identification Card
2. Curriculum Vitae – including referee name & contact details to confirm experience.
3. Copies of attested/accredited Academic qualifications.
4. Reference Letters from current/previous employers.
5. For candidates currently working at a government institution, a No Objection Letter from the current workplace should be provided.
6. Police Report

SUBMISSION

Interested candidates may submit their proposals via email on or before the time provided in the advertisement to the following address:

Human Resource Section

Ministry of Infrastructure, Housing and Urban Development,

Dharubaaruge, Ameene Magu,

Henveiru, Male', 20344, Republic of Maldives.

Email: jobs@infrastructure.gov.mv