

TERMS OF REFERENCE

1. Post Details:

Post: Chief Communications Officer

Division: Stakeholder Relations

2. Reporting Relationships

The Chief Communications Officer (CCO) will report to the Chief Executive Officer (CEO).

3. Overall Responsibilities

The CCO will be responsible for shaping and driving the communication strategies of the Pension Office to enhance its reputation, brand, and public image. This includes overseeing the Public Relations, and Brand and Event Management functions to ensure consistent and effective messaging and stakeholder engagement. As a member of the Executive Management, the CCO will contribute to strategic decision-making and provide strategic communication insights that align with the organisation's goals, values, and stakeholder expectations.

4. Main Responsibilities

- Provide oversight and guidance to the operations of the Stakeholder Relations Division.
- Oversee the development, implementation and evaluation of comprehensive branding strategies to strengthen and maintain the brand image and public perception of the Pension Office.



- Oversee and drive the development of comprehensive communications strategies aligning with the short and long-term strategic objectives and goals of the Pension Office, and monitor the effectiveness of these strategies, adjusting them as required for continuous improvement.
- Oversee the development, implementation and review of policies, procedures and standards related to the functions of the Stakeholder Relations Division.
- Oversee the development of strategies and implementation of plans for handling and mitigating crises and managing communications during challenging situations to protect the reputation of the Pension Office.
- Develop and sustain relationships with relevant industry representatives, special interest groups, media, government organisations and the public, and develop critical knowledge of issues and the related public environment.
- Oversee the planning, designing and execution of effective public relations campaigns, events and activities to promote pension products and services.
- Oversee the production of effective promotional materials, including print collateral, digital content, and social media assets.
- Ensure organisational compliance with relevant laws and regulations.
- Uphold transparency, integrity, and accountability in decision-making and business operations.
- Oversee the preparation of the departmental budgets of the Stakeholder Relations Division.

Coordinate and work closely with the Management team to align communications initiatives with overall organisational strategies and



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objectives.

- Provide strategic insight and advice to the CEO and Management on policy impacts, risks, and implementation strategies.
- Represent the Pension Office as a member of the Executive Management, and demonstrate strong leadership that reflects and supports the vision, mission, and core values of the Pension Office.
- Carry out any other relevant tasks assigned by the CEO or the Pension Office Board.

5. Qualifications and Experience

- A Master's Degree (MNQF level 9) in the field of Public Relations, Marketing, Communication, Public Policy, Business Administration or a related field.
- A minimum of 8 (eight) years of professional work experience at managerial level in the field of public relations.

OR

- A Bachelor's Degree (MNQF level 7) in the field of Public Relations, Marketing, Communication, Business Administration or a related field.
- A minimum of 10 (ten) years of professional work experience at managerial level in the field of public relations.

Preferred Additional Requirements

- Experience working at senior management level in the financial or social security sector.



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- Experience in corporate communications, with proven experience in strategic messaging, stakeholder engagement, and crisis communication management.

6. Desired Skills and Competencies

- Excellent working knowledge and understanding of concepts, industry standards, best practices and latest trends in the areas of public relations, event management and branding.
- In-depth knowledge of pension related laws and regulations, pension products and services provided by the Pension Office.
- Strong understanding of the political and socio-economic environment in the Maldives.
- Strong communication skills, with a high level of fluency and proficiency in both written and spoken Dhivehi and English, and the ability to present and defend recommendations effectively.
- Strong public speaking and presentation skills, writing and editing skills.
- Excellent interpersonal and networking skills, with the ability to establish and maintain effective working relationships with relevant stakeholders.
- Strong leadership skills, and the ability to engage and motivate team members.
- Ability to work within a tight schedule and ability to manage, prioritise multiple tasks/initiatives and to deliver on deadlines.
- Sound judgement and strong problem-solving skills to address challenges and find innovative solutions.
- Demonstrate professional leadership and ability to collaborate with others to achieve common objectives.



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- Demonstrate commitment to staying current with evolving industry trends and standards, and pursue continuous improvement and professional development.



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