



MINISTRY OF TOURISM
REPUBLIC OF MALDIVES

Terms of Reference (TOR) for Individual Contractor

Creative Director

1) Title:

Creative Director

2) Description:

Create visual elements, original images, and illustrations that help to deliver creative messages from Ministry of Tourism.

The Creative Director will be working under the direction and supervision of Minister of Tourism.

3) Scope of work:

- Invent and create new ideas for branding
- Lead and direct the creative team in the production of all multimedia platforms
- Ensure all visual communication and brand standards are met
- Oversee deliverables, timelines and budget on multimedia related works
- Creating 2D, 3D visuals for all multimedia platforms and events.
- Working closely with Ministry of Tourism event management team to deliver events organized by the ministry.
- Assisting the IT team with technology and design related functions.

4) Institutional Arrangements

The Creative Director will be working under the direction and supervision of Minister of Tourism.

5) Duration of work

- The duration of the consultancy is of **12 months**, starting upon contract signature.
- The contract can be renewed with mutual consent

6) Place of work

Ministry of Tourism

5th Floor, Velaanaa Building

Ameer Ahmed Magu

Male', Maldives

7) Competencies Required

- Minimum 3 years' experience in graphics and multimedia filed
- Experience in videography and photography
- Experience in multimedia software and technologies (such as Adobe, Avid and Autodesk applications)
- A keen eye for aesthetics and details
- Experience of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and color management
- Experience of video editing, animation and motion graphics works
- Good understanding of new and evolving technologies and digital platforms
- Able to communicate in written and spoken English and Dhivehi
- Experience in ICT field will be an added advantage
- Experience in Event Management will be an added advantage

8) Remuneration:

- Monthly salary of MVR 20,000/- (Maldivian Rufiyaa Twenty Thousand Only)