



MINISTRY OF TOURISM
REPUBLIC OF MALDIVES

Terms of Reference (TOR) for Individual Consultant
Marketing Policy Consultant

1) Title:

Marketing Policy Consultant, Ministry of Tourism (MoT)

2) Description:

The objectives of the Marketing Policy Consultant are to formulate the policies for “branding” and “positioning” Maldives as a tourist destination along with the policies and standards for marketing Maldives as a tourist destination.

The Marketing Policy Consultant will be working under the direction and supervision of Minister of Tourism.

3) Scope of work:

The Marketing Policy Consultant will work on policy formulation relevant to marketing, branding and positioning of Maldives along with the coordination with the relevant implementing agencies for the implementation of said policies.

As such, the Marketing Policy Consultant is required to:

Task 1: Conduct research to identify markets and product positioning in line with the overall mandate of the ministry

Task 2: Develop guidelines for marketing the Maldives in line with the product diversification strategy currently in place.

Task 3: Carry out market research and trend analysis where required and communicate findings to the relevant departments

Task 4: Content creation for promoting the success stories and capturing results from various promotional events

Task 5: Organize and manage promotional events undertaken by the Ministry

More specifically, the Development Consultant shall consist of providing support to MoT to:

- Leverage opportunities to market diverse tourism products in the Maldives.
- Develop strategies to focus on short haul markets to boost local tourism.
- Provide technical input into policy formulation with respect to marketing strategies.
- Understand target markets and formulate PR strategies with focus on disseminating crucial information to target markets
- Take leading role in all functions related to Marketing
- All other relevant tasks assigned by Minister of Tourism

4) Institutional Arrangements

The Marketing Policy Consultant 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

- Bachelor's Degree or equivalent qualification in Marketing (accredited by Maldives Qualification Authority)
- A Master's Degree will be an added advantage.
- Minimum of 3 years relevant experience. (Experience in organizing events will be an added advantage)
- Knowledge of Microsoft office applications
- Good communication skills
- Good teamwork abilities

8) Remuneration:

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