



TERMS OF REFERENCE

Marketing and PR Executive

1. POSITION OVERVIEW

Position Title: Marketing and PR Executive

Organization: Development Bank of Maldives (DBM)

Reporting Line: Manager, Human Resources and Administration / Chief Executive Officer

Location: Malé, Republic of Maldives

Employment Type: Full-Time, Renewable Contract

Contract Duration: One (1) Year (subject to performance review and renewal)

Grade Level: Executive Level

2. ORGANIZATIONAL BACKGROUND

The Development Bank of Maldives (DBM) was established on 16 May 2024 under Presidential authority pursuant to Section 15 of the Companies Act (Act No. 7/2023). As a state-owned development finance institution, DBM's mandate is to strengthen the national financial architecture, catalyze economic growth, and provide sustainable long-term financing solutions to priority sectors including infrastructure, tourism, housing, fisheries, etc

As a newly established institution, DBM requires effective marketing and communication strategies to build brand awareness, establish market presence, communicate its value proposition, and engage with target audiences including potential borrowers, government stakeholders, development partners, and the general public. Strong marketing capabilities are essential to positioning DBM as the preferred development finance partner and achieving the institution's business and developmental objectives.

3. PURPOSE OF THE POSITION

DBM seeks a creative, dynamic, and results-oriented Marketing and PR Executive to support the development and implementation of the bank's marketing and public relations strategy, brand building, communication activities, and stakeholder engagement initiatives. This position plays a critical role in establishing DBM's brand identity, managing the institution's public image and reputation, creating marketing materials, managing digital presence, cultivating media relationships, and supporting business development efforts.

The Marketing and PR Executive will work closely with senior management, business units, and external agencies to execute marketing and public relations campaigns, produce communication materials, manage social media channels, liaise with media outlets, organize events, and enhance the bank's visibility and reputation in the market. The role requires creativity, strong communication and media relations skills, digital media proficiency, and ability to work in a fast-paced environment.



4. KEY RESPONSIBILITIES

A. Brand Development & Management

- Develop and maintain DBM's brand identity, ensure consistency across materials, monitor perception, and coordinate with external agencies.

B. Marketing Content & Collateral

- Design marketing materials, write and edit content for all platforms, and develop case studies and institutional reports.

C. Digital Marketing & Social Media

- Manage social media platforms, create content calendars, track metrics, and handle website updates and online advertising.

D. Event Management

- Plan and coordinate institutional events, manage logistics, and handle event documentation and evaluation.

E. Public Relations & Media

- Draft press releases, statements, and talking points, and maintain an up-to-date database of media contacts.
- Build and maintain relationships with journalists, editors, and media houses, and coordinate interviews, press briefings, and media appearances for senior management.
- Monitor media and online coverage of DBM, prepare media reports, and support the protection and enhancement of the bank's public image and reputation.
- Support crisis and issues communications, and assist in preparing official responses in coordination with senior management.

F. Marketing Campaigns

- Develop and execute multi-channel campaigns, create materials, track performance, and manage budgets.

G. Market Research

- Conduct customer research, analyze marketing data, and prepare market analysis reports on industry trends.

H. Photography & Videography

- Capture and edit photos/videos, create promotional content, and maintain media library.



I. Internal Communications

- Support staff newsletters and internal campaigns while designing materials for employee engagement.

J. Materials Management

- Manage inventory and distribution of marketing materials while coordinating with vendors.

K. Stakeholder Engagement

- Prepare presentation materials for client meetings and assist in creating proposals.

L. Website Management

- Update website content regularly and monitor analytics while coordinating improvements with IT.

M. Compliance

- Ensure all communications comply with regulations and brand guidelines while maintaining ethical practices.

N. Budget & Vendor Management

- Support budget planning, manage vendor relationships, and ensure cost-effective procurement.

O. Administrative Tasks

- Maintain organized marketing files and prepare management reports.

TECHNICAL COMPETENCIES

- Fluent in Dhivehi and English with excellent writing skills, proficient in Adobe Suite/Canva, skilled in social media management, capable in video editing and photography, proficient in Microsoft Office and CMS platforms, and knowledgeable in email marketing, analytics, and SEO.

5. QUALIFICATIONS AND COMPETENCIES

Educational Requirements

Essential:

- **Diploma or Advanced Certificate** in Marketing, Communications, Business Administration, Graphic Design, Media Studies, or a related field.
- Minimum of GCE 'O' Level / Secondary School Certificate with passes in English.

Preferred:

- **Bachelor's Degree** in Marketing, Communications, Mass Media, Business Administration, or related discipline.

- Professional certifications in digital marketing, social media management, or graphic design.

Professional Experience

Essential:

- **Minimum of Three (3) years of experience** in marketing, communications, social media management, or related roles.
- Demonstrated experience in content creation, graphic design, and digital marketing.
- Experience managing social media platforms and digital marketing campaigns.

Preferred:

- **Minimum of Five (5) years of experience** in marketing, communications, social media management, or related roles.
- Previous experience in banking, financial services, corporate environment, or professional services firms.
- Experience in event management, public relations, or stakeholder communications.
- Portfolio demonstrating marketing materials, designs, and campaign work.

6. WORKING CONDITIONS

Remuneration: MVR 20,000.00 to MVR 30,000. Decided based on qualifications and experience.

Benefits: Benefits package including health insurance, Pension fund contributions, annual leave, and other statutory benefits as per Employment Act.

Working Hours: Sunday to Thursday, 08:00 AM to 04:00 PM (with one-hour lunch break). Flexibility required for events, campaigns, social media monitoring, and urgent marketing activities that may require evening or weekend work.

Work Location: Development Bank of Maldives, 2nd Floor, Allied Building, Chandhane Magu, Malé 20094, Republic of Maldives.

7. APPLICATION PROCESS

Interested and qualified candidates are invited to submit their application comprising the following documents:

1. Cover letter expressing interest in the position and creative vision for DBM's marketing
2. Detailed Curriculum Vitae (CV) including references
3. Portfolio of work samples including designs, social media campaigns, content pieces, and marketing materials (digital or physical format)



4. Copies of National Identity Card
5. Attested copies of educational certificates and qualifications
6. Reference letters from previous employers
7. Links to social media accounts managed or digital campaigns executed (if applicable)
8. Any other supporting documents demonstrating relevant experience and creative capabilities

Submission Deadline: 28th June 2026, 18:00 hours (Maldives Time)

Submission Method: Email to hrrdbm@dbm.mv with the subject line "Application for Marketing and PR Executive"

Note: Only shortlisted candidates will be contacted for interviews. The interview process may include practical assignments such as design tasks, content creation exercises, or campaign proposals. DBM reserves the right to reject any or all applications without assigning reasons. The bank is an equal opportunity employer and encourages applications from qualified individuals regardless of gender, religion, or ethnicity.

8. REPORTING AND COLLABORATION

Primary Supervisor: Manager, Human Resources and Administration (or designated marketing supervisor)

For inquiries, please contact:

Board Secretary

Development Bank of Maldives
Email: boardsecretary@dbm.mv

Development Bank of Maldives is committed to building a diverse and inclusive workforce and creating an environment where all employees can thrive. We value creativity, innovation, and effective communication in building our brand and engaging with our stakeholders.