

JOB DESCRIPTION – ASSISTANT GENERAL MANAGER, MARKETING & COMMUNICATIONS

Job Summary:

The Head of Marketing and Communications Division is responsible for leading and executing all marketing, branding, communications, public relations, and media strategies of Business Center Corporation (BCC). The role aims to enhance BCC's brand visibility, strengthen stakeholder engagement, promote BCC's products, services, and initiatives, and support the corporation's mandate of empowering Micro, Small, and Medium Enterprises (MSMEs) and advancing the creative economy of the Maldives.

The position plays a critical role in promoting BCC-led initiatives including SME development programs, expos, trade fairs, Authentic Maldives outlets, commercial projects, and public awareness campaigns.

Job Description:

1. Strategic Marketing and Brand Leadership

- Develop and implement BCC's annual marketing and communications strategy aligned with corporate objectives and national economic priorities.
- Strengthen and maintain BCC's corporate identity, brand standards, and public reputation.
- Identify opportunities to enhance brand awareness, customer engagement, and commercial growth.

2. Promotion of BCC Services and Commercial Initiatives

- Lead marketing efforts for BCC's business support services, training programs, incubation initiatives, and commercial offerings.
- Develop campaigns to promote BCC projects.
- Support revenue-generating initiatives by driving awareness and customer traffic to BCC-operated facilities and programs.
- Collaborate with internal divisions to market new services, products, and partnerships.

3. Event Marketing and Campaign Management

- Lead promotional campaigns for major BCC events such as expos, trade fairs, business forums, markets, and public activations.
- Oversee event branding, sponsorship visibility, publicity, media engagement, and post-event communications.
- Ensure maximum public participation and stakeholder engagement for all BCC events.
- Coordinate marketing collateral including digital, print, audiovisual, and promotional materials.

4. Authentic Maldives and Retail Brand Promotion

- Develop marketing strategies to strengthen the visibility and commercial performance of BCC's Authentic Maldives brand and retail outlets.
- Promote locally made products and strengthen public awareness of Maldivian brands and artisans.

- Support campaigns to increase sales, customer engagement, and partner participation across retail platforms.
- Build brand storytelling around Maldivian craftsmanship, culture, and heritage.

5. Corporate Communications and Public Relations

- Develop and manage internal and external communication strategies for BCC.
- Prepare press releases, speeches, corporate announcements, newsletters, reports, and official statements.
- Serve as the primary focal point for media engagement and public communications.
- Maintain strong relationships with media houses, partners, sponsors, government agencies, and industry stakeholders.
- Lead crisis communication and reputation management when required.

6. Digital Media and Content Management

- Oversee BCC's digital presence across website, social media platforms, email campaigns, and online media channels.
- Develop engaging multimedia content including graphics, photography, videography, campaigns, and storytelling materials.
- Monitor digital analytics, audience engagement, and campaign performance.
- Ensure timely and consistent content publication aligned with BCC's communication calendar.

7. Stakeholder and Partnership Engagement

- Support relationship-building with government institutions, development partners, sponsors, private sector stakeholders, and MSME communities.
- Promote strategic collaborations that enhance BCC's visibility and impact.
- Strengthen BCC's outreach to entrepreneurs, creators, and business communities across the Maldives.

8. Team Leadership and Resource Management

- Lead and supervise staff within the Marketing and Communications Division.
- Set performance targets, allocate responsibilities, and support professional development of team members.
- Manage divisional budgets, procurement needs, agency coordination, and resource allocation.
- Ensure efficient delivery of all marketing and communication activities within budget.

9. Monitoring, Reporting, and Performance Evaluation

- Establish KPIs to measure brand performance, campaign effectiveness, media reach, and stakeholder engagement.
- Prepare monthly, quarterly, and annual performance reports.
- Use data and analytics to improve campaign performance and communication strategies.

- Ensure compliance with corporate governance requirements, branding guidelines, and organizational policies.

Additional Responsibilities:

- Perform other work-related duties assigned by the Business Center Corporation.