



JOB OPPORTUNITY

Reference Number
MND/PO/J/26/21

Date
16 August 2026

Maldives Innovation
and Digital Company

+960 3335777
info@mindco.mv

G. Niusha, 5th Floor
Lily Magu, Malé 20130
Republic of Maldives

Post	Marketing Lead
No of Positions	01
Employment Type	Contractual Full-Time
Terms of Employment	This is a one-year assignment from the commencement of work. Contract renewal eligibility requires both the successful completion of probation and a satisfactory annual performance review
Location	MINDCo Head Office / Male'
Remuneration	Based on qualifications and experience

BACKGROUND

The Marketing Lead will lead the organization's marketing function across its corporate brand and portfolio of platforms, products, programs, and strategic initiatives.

The role will be responsible for developing and driving marketing strategies across local and international markets, strengthening brand and product positioning, expanding audience reach, and identifying opportunities to build the organization's presence both locally and globally. The Marketing Lead will set marketing direction in close collaboration with other relevant corporate departments, lead integrated campaigns and go-to-market initiatives, guide the marketing team, and use data and market insights to continuously improve performance.

This is a senior, hands-on leadership role requiring significant marketing experience, strong team leadership and management skills, and the ability to develop and execute marketing strategies for diverse audiences and markets.

KEY RESPONSIBILITIES:

The Marketing Lead shall be responsible for the following:

- Develop and implement marketing strategies and annual marketing plans aligned with the organization's objectives.
- Develop and execute marketing strategies across local and international markets, adapting positioning, messaging, and channels for diverse audiences.
- Plan and oversee integrated marketing campaigns across digital, traditional, experiential, event, and partnership channels.

- Support product launches, adoption campaigns, awareness activities, and go-to-market initiatives for the organization's platforms, products, services and national initiatives or campaigns assigned to the company.
- Work with internal teams to understand product direction, business priorities, customer needs, and stakeholder requirements.
- Lead product marketing, go-to-market strategies, launches, adoption campaigns, and audience growth initiatives.
- Identify and pursue opportunities to strengthen the organization's local and international visibility, positioning, partnerships, and market presence.
- Oversee digital marketing, marketing content, audience engagement, and key marketing channels.
- Lead market research, audience analysis, competitor analysis, and trend monitoring to inform marketing decisions.
- Establish marketing KPIs, analyze performance, and continuously optimize campaigns, channels, and marketing investments.
- Develop and manage marketing budgets and ensure effective allocation of resources.
- Lead, mentor, and develop the marketing team, fostering accountability, innovation, and high performance.
- Work closely with the Creative Lead to align marketing strategy and creative execution.
- Manage external agencies, media partners, vendors, and strategic marketing partners.
- Prepare periodic marketing reports, insights, and recommendations for management.
- Contribute to strategic corporate planning activities

REQUIRED QUALIFICATION & EXPERIENCE

Applicants should meet the following requirements:

- A master's degree in Marketing, Business Administration, Communications, Public Relations or a related discipline with a minimum of 8 years of progressive and high impact marketing experience, including significant experience leading marketing teams and developing organizational marketing strategies; or
- A bachelor's degree in a relevant discipline with a minimum of 10 years of progressive marketing experience, including significant experience in senior marketing leadership.
- Proven experience developing and executing marketing strategies and integrated campaigns across multiple channels.
- Proven experience leading and developing high-performing marketing or communications teams.
- Demonstrated experience managing multiple brands, products, campaigns, or strategic marketing portfolios.
- Demonstrated experience managing cross-functional initiatives, external agencies, vendors, and strategic partners.
- Demonstrated experience developing and executing marketing strategies across international markets or for globally positioned brands, products, or services.
- Experience in technology, digital products, product marketing, digital transformation, or innovation-driven organizations will be an added advantage.

Additional requirements:

- Strong understanding of digital and traditional marketing channels.
- Strong brand management and communication skills.
- Ability to use data and performance insights to guide decisions.
- Excellent writing, presentation, coordination, and project management skills.
- Ability to manage multiple campaigns, priorities, and deadlines.
- Good creative judgment and attention to detail.
- Ability to work collaboratively in a fast-paced environment.

APPLICATION SUBMISSION

Interested candidates are invited to submit their completed job application form together with an up-to-date CV to talent@mindco.mv no later than 16:00 hrs on 26th August 2026.

ADDITIONAL DOCUMENTS FOR SHORTLISTED CANDIDATES

Please be informed that applicants who are shortlisted will be contacted for an interview and will be required to provide the following documents via email to talent@mindco.mv upon notification:

- A recent passport-size photograph (digital copy)
- A scanned copy of the National ID card
- Scanned copies of educational certificates
- Employment reference letters from previous employers
- Valid police report

OUR COMMITMENT TO DIVERSITY & INCLUSION:

At MINDCo, we champion an inclusive and respectful workplace where everyone has equal opportunities to thrive. We welcome applications from all qualified individuals, and we strongly encourage women to apply.