

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



MINISTRY OF TOURISM
REPUBLIC OF MALDIVES

Terms of Reference (TOR) for Individual Contractor

Content Director

1) Title:

Content Director

2) Description:

Formulate content for public communication that delivers required messaging from Ministry of Tourism.

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

3) Scope of work:

- Authoring written content for official public announcements
- Authoring written content for television programming
- Authoring written content for social media
- Assist the creative team and communications team in delivering key messaging to the public and maintaining a uniform communication strategy for public engagement.
- Ensure all written communication.
- Working closely with Ministry of Tourism event management team to deliver events organized by the ministry.

4) Institutional Arrangements

The Content 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 GCE Ordinary Level completed
- Minimum 10 years' experience in related field
- Able to write various contents both in Dhivehi and English related to the work scope of Ministry

8) Remuneration:

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