



Terms of Reference

1. Post Details:

Post: Public Relations Associate

Department: Public Relations

Post Type: Permanent

Contract Duration: Initial contract shall be for a period of 1 (one) year. The contract may be extended or made permanent based on performance, upon successful completion of one year.

2. Reporting Relationships

The Public Relations Associate will report to the Manager, Public Relations.

3. Overall Responsibilities

The Public Relations Associate is responsible for developing clear, accurate, and consistent written content related to Pension Office, Maldives Pension System, and associated awareness and outreach programmes. This role serves as the primary writer for all public-facing and internal communications issued by the Pension Office through the Public Relations Department, supporting clear, accurate, and consistent messaging across all materials.



Maldives Pension Administration Office

📍 Allied Building, 8th Floor, Chaandhanee Magu, Malé, 20156, Maldives
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4. Specific Duties

- Develop and produce high-quality written content for awareness campaigns, including press releases, articles, speeches, letters, social media posts, website content, brochures, and other communication materials as required.
- Assist in maintaining content on Pension Office website, social media platforms, and other electronic information materials with clear, accurate, and engaging content.
- Collaborate with the Public Relations team to ensure content aligns with communication policies, branding, and messaging standards.
- Review, edit, and proofread materials to ensure accuracy, consistency, and readability before publication.
- Support the creation of presentations, reports, and other briefing materials for internal and external audiences.
- Contribute to the planning and execution of communication campaigns by providing content inputs and ensuring timely delivery of materials.
- Monitor published content and provide feedback for improvement or updates as needed.
- Perform any other relevant tasks assigned by the Manager, Public Relations.



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5. Qualifications / Work Experience:

- A Bachelor's Degree or equivalent professional qualification (MNQF Level 7) in the field of communication, marketing, journalism, public relations or a related field.

OR

- A Diploma or equivalent professional qualification (MNQF Level 5) in the field of communication, marketing, journalism, public relations or a related field, with 1 year of professional work experience in a related field.

Note: Preference may be given to candidates with prior experience in public relations, mass communications, or journalism.

6. Competencies:

- Demonstrate fluency in written Dhivehi and English to produce clear, accurate, and professional content for a wide range of audiences.
- Possess strong skills in creating, editing, and refining high-quality written materials that effectively communicate complex information.
- Maintain exceptional attention to detail to ensure all communications are accurate, consistent, and aligned with organizational standards and branding.
- Collaborate effectively with internal teams and stakeholders to ensure consistent messaging and support strategic communication objectives.
- Apply a strong understanding of public-sector communication practices and awareness campaigns to engage audiences and enhance the Pension Office's outreach initiatives.



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