



TERMS OF REFERENCE

1. Introduction

Post: Graphic design specialist
Post type: Contract (Initial contract shall be for a period of 1 (one) year. The contract can be extended based on performance.)

Location/Department: Maldives Customs Service Head office

2. Reporting Relationships:

The Graphic design specialist (GDS) will report to the head of the Media & Strategic Communications Section and/or other designated supervisors.

3. Overall scope of work:

The Graphic Design & Digital Content Specialist is responsible for developing, producing and managing creative visual and digital content to support the communication, branding, public awareness and information-sharing objectives of the Maldives Customs Service. The role encompasses graphic design, multimedia production, video editing animation, digital content creation and social media performance analysis.

The position ensures that all visual and digital communications are engaging accurate, professional and consistent with the organization's corporate identity and communication objectives. The specialist will also contribute to digital communication strategies by planning content, monitoring audience engagement, analyzing platform performance and recommending improvements to enhance public outreach and awareness.

4. Scope of Work:

- Design and develop creative visual materials for digital and print media, including posters, banners, brochures, reports, newsletters, publications and other communication materials.
- Develop and produce digital content for the organization's website, social media platforms and other communication channels.



- Plan, produce and edit video content, including public awareness videos, promotional videos, interviews, event coverage, campaign videos and short-form content for social media.
- Create motion graphics, animations, animated infographics and other multimedia content to communicate information effectively.
- Undertake photography and videography for official events, operational activities, public awareness campaigns and other organizational requirements.
- Develop creative concepts, storyboards, scripts and visual narratives for video productions, digital campaigns and multimedia projects.
- Plan and coordinate social media content in line with the organization's communication objectives, including developing content calendars and scheduling publications where required.
- Monitor and analyze social media performance using platform analytics and other relevant tools, including reach, impressions, views, engagement, audience growth and link visits.
- Prepare periodic digital content and social media performance reports, identify trends and recommend strategies to improve audience engagement and communication effectiveness.
- Develop infographics, data visualizations and other information-based content to present organizational statistics, operational achievements, public services and other relevant information in a clear and engaging manner.
- Support the development and implementation of digital communication campaigns, including public awareness initiatives, recruitment campaigns and organizational events.
- Ensure consistency in the organization's visual identity, branding, typography and design standards across all communication platforms.
- Collaborate with relevant sections and departments to identify content requirements, gather information and develop suitable creative concepts and communication materials.
- Prepare and optimize design and multimedia files for printing, web publication and various digital platforms, ensuring appropriate quality, formats and specifications.
- Maintain an organized archive of design files, project files, video footage, photographs, templates and other creative assets.
- Keep up to date with emerging digital content formats, social media trends, multimedia production techniques and relevant creative technologies.
- Perform other related duties assigned by the supervisor or office management.



5. Desired Skills & Competencies:

- Proficiency in graphic design and multimedia production software, including Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro and Adobe After Effects.
- Knowledge of motion graphics, animation, video editing and multimedia content production.
- Knowledge of photography, videography, lighting, audio recording and post-production techniques.
- Ability to develop creative concepts, storyboards, scripts and visual narratives for digital campaigns and video productions.
- Strong understanding of typography, color theory, layout design, visual identity and branding principles.
- Knowledge of social media content creation, platform-specific publishing requirements and digital communication trends.
- Ability to use social media analytics and insights tools to monitor performance, evaluate audience engagement, interpret data and prepare performance reports.
- Ability to develop content strategies and calendars aligned with organizational priorities and public communication objectives.
- Ability to create infographics, data visualizations and engaging visual content from statistical and operational information.
- Understanding digital content optimization, including aspect ratios, resolution, file formats, subtitles and platform-specific requirements.
- Strong attention to detail and commitment to maintaining high-quality design and multimedia production standards.
- Good time management, organizational, analytical and problem-solving skills, with the ability to manage multiple projects and meet deadlines.
- Good communication and teamwork skills, with the ability to understand and interpret creative requirements from different departments.
- Ability to work independently, accept feedback and make necessary revisions.
- Ability to maintain confidentiality and comply with organizational policies, communication protocols and branding guidelines.

