بسم الله الرحمن الرحيم

Maldives Fisheries and
Ocean Resources Marketing
and Promotion Corporation Limited
Company Reg. no.: C09282024

Job Announcement

Date: 4th November 2026 **No**: MFORMPC-IUL/2026/0003

Position	Head of Marketing & PR
No of Vacancy:	01
Field:	Marketing & PR
Salary:	Depending on the educational qualifications and relevant experience.

Background

The President established the company under the authority vested in Section 15 of the Companies Act (7/2023), as announced in Presidential Decree No. 03/2024.

The company was founded with the primary objective of expanding the nation's fishing industry and enhancing its social benefits by promoting and marketing Maldivian products in the global market. This includes products derived from aquaculture, mariculture, and other marine sources. To boost revenue, the company will also introduce a distinctive brand for local fisheries, promoting it both domestically and in key international markets.

Qualification & Experience

- Master's degree in Business Administration, Management, Marketing, Economics, Communications, or a related field, with at least 3 years of relevant experience in marketing and public relations; or
- Bachelor's degree in Business Administration, Management, Marketing, Economics, Communications, or a related field, with 3-5 years of relevant experience in marketing and public relations, including at least 3 years in management and leadership roles.
- Proven work experience in the fisheries industries in the Maldives and/or international markets will be an added advantage.
- Proven experience in developing and implementing marketing strategies, brand management initiatives, public relations campaigns, and market expansion activities.
- Demonstrated experience in identifying business and market opportunities, developing strategic partnerships, and supporting product promotion and commercial growth.
- Experience in managing marketing campaigns, corporate communications, stakeholder engagement, and promotional activities in domestic and/or international markets.

Skills and Competencies;

- Strong strategic planning, analytical, and market research skills, with the ability to identify market trends and translate insights into effective marketing strategies.

- Excellent written and verbal communication, presentation, negotiation, and stakeholder management skills.
- Proven leadership and team management capabilities, including the ability to lead cross-functional teams, set performance targets, and drive results.
- Strong understanding of brand development, public relations, corporate communications, and digital marketing.
- Ability to develop and manage departmental budgets, monitor expenditure, and evaluate marketing performance against established objectives and key performance indicators.
- Strong relationship-building and networking skills, with the ability to engage effectively with government institutions, industry stakeholders, commercial partners, media representatives, and international buyers.
- Creative thinking, problem-solving, and decision-making skills, with the ability to develop innovative approaches to product promotion and market development.
- Good understanding of the fisheries and ocean resources industry, including relevant market dynamics, export opportunities, sustainability considerations, and value-added product development.

Responsibilities:

1. Marketing Strategy and Brand Development

- Develop and implement the Company's marketing and public relations strategies in alignment with its corporate objectives, mandate, and strategic priorities.
- Lead the development, positioning, and promotion of the Company's brand, including the *From Maldives* brand, to strengthen the visibility and reputation of Maldivian fisheries and ocean resource products in domestic and international markets.
- Develop annual marketing plans, campaigns, and promotional activities to support the Company's business objectives, product portfolio, and market expansion initiatives.
- Ensure consistent brand identity, messaging, and presentation across all marketing materials, communications, promotional activities, and public-facing platforms.
- Identify opportunities to enhance brand awareness, product positioning, and the commercial value of Maldivian fisheries and ocean resources.

2. Public Relations and Corporate Communications

- Develop and manage the Company's public relations and corporate communications activities to maintain a positive corporate image and strengthen relationships with key stakeholders.
- Prepare and oversee press releases, media statements, corporate publications, promotional materials, speeches, presentations, and other official communications.
- Establish and maintain effective relationships with media outlets, government institutions, industry associations, development partners, and other relevant stakeholders.
- Coordinate media engagements, corporate events, exhibitions, trade fairs, product launches, and other promotional activities.
- Monitor media coverage, public perception, and industry developments, and recommend appropriate communication strategies to protect and enhance the Company's reputation.
- Ensure that all external communications are accurate, consistent, professional, and aligned with the Company's approved positions and policies.

3. Product Marketing and Market Development

- Develop and implement marketing strategies to promote the Company's fisheries and ocean resource products within the Company's portfolio.
- Identify and evaluate domestic and international market opportunities, consumer trends, competitor activities, and emerging demand for Maldivian fisheries and ocean resource products.
- Work closely with the Business Development team to identify target markets, support market entry strategies, generate commercial leads, and strengthen relationships with prospective buyers, distributors, importers, and strategic partners.
- Lead the development of product positioning, marketing materials, product catalogues, presentations, and other promotional resources tailored to target markets.
- Coordinate product sampling, promotional campaigns, buyer engagement activities, trade exhibitions, and other initiatives to increase product awareness and generate commercial opportunities.
- Support the development and promotion of new products and value-added initiatives in collaboration with relevant internal teams.
- Monitor the effectiveness of product marketing initiatives and recommend improvements to increase market reach, customer engagement, and sales opportunities.

4. Digital Marketing and Market Visibility

- Develop and oversee the Company's digital marketing strategy, including its website, social media platforms, digital campaigns, and other relevant online channels.
- Ensure the timely publication of engaging and accurate content that promotes the Company's activities, products, achievements, and contribution to the fisheries and ocean resources sector.
- Oversee the development of digital content, photography, videography, promotional campaigns, and other creative materials in line with the Company's brand guidelines.
- Identify suitable digital platforms and marketing channels to reach domestic and international audiences, including potential buyers and industry stakeholders.
- Monitor digital engagement, campaign performance, audience reach, and other relevant metrics to assess effectiveness and guide future marketing activities.

5. Stakeholder Engagement and Industry Promotion

- Build and maintain strategic relationships with relevant government agencies, fisheries sector stakeholders, fishermen's associations, industry bodies, export-market representatives, commercial partners, and other relevant organizations.
- Represent the Company, as authorized, at trade fairs, exhibitions, conferences, industry forums, stakeholder meetings, and other official events.
- Coordinate with relevant stakeholders to promote Maldivian fisheries products, strengthen industry partnerships, and enhance the Company's visibility in local and international markets.
- Support initiatives that highlight sustainable fisheries practices, responsible ocean resource management, community empowerment, and the economic contribution of the fisheries sector.
- Identify opportunities for collaborative marketing, joint promotional campaigns, and strategic partnerships that advance the Company's mandate and commercial objectives.

6. Team Leadership and Performance Management

- Lead, supervise, and develop the Marketing and PR team, providing clear direction, guidance, coaching, and performance feedback.
- Establish departmental objectives, work plans, key performance indicators (KPIs), and measurable targets aligned with the Company's corporate strategy.
- Allocate responsibilities and resources effectively to ensure the timely and quality delivery of marketing, communications, and promotional activities.
- Foster a collaborative, accountable, and results-oriented work environment that encourages innovation, professional development, and continuous improvement.
- Coordinate with other departments, particularly Business Development, Finance, and Operations, to ensure that marketing and communications activities support the Company's overall objectives.

7. Strategic Planning, Reporting, and Budget Management

- Prepare the annual departmental work plan, marketing strategy, and budget for review and approval in accordance with the Company's planning and governance requirements.
- Manage the approved departmental budget, monitor expenditure, and ensure the efficient use of resources in delivering marketing, public relations, and promotional activities.
- Monitor and evaluate the performance of marketing campaigns, brand-building initiatives, public relations activities, and market development efforts against established KPIs.
- Prepare periodic reports for management on departmental performance, campaign outcomes, market trends, promotional activities, expenditure, and recommended actions.
- Provide management with strategic insights and recommendations on brand positioning, market opportunities, communications priorities, and initiatives to enhance the Company's commercial performance and public profile.
- Ensure that departmental activities comply with applicable laws, Company policies, approved budgets, brand guidelines, and relevant reporting requirements.

Note: This position is open for **Maldivians** Only.

Application deadline: 14th November, 23:59PM.

Interested candidates are requested to email the following documents **as a single PDF file** to hr@mformpc.mv

1. Completed Job Application Form
2. Accredited copies of qualifications
3. Work experience letters
4. Copy of National Identity Card
5. Curriculum Vitae