بسم الله الرحمن الرحيم

MINDCO

JOB OPPORTUNITY

Reference Number

MND/PO/J/26/046

Date

5 November 2026

Maldives Innovation and Digital Company

+960 3335777
info@mindco.mv

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

Post	**Content Marketing Specialist**
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
Remuneration	Based on qualifications and experience

OBJECTIVE

The primary objective of this position is to plan, create, and manage engaging, original, and high-quality bilingual content in Dhivehi and English across MINDCo's corporate communication and marketing channels. The Content Marketing Specialist will proactively identify content opportunities, collaborate with departments and cross-functional teams, and manage corporate social media platforms, including content planning, publishing, and audience engagement. The role also contributes to developing and executing content strategies that promote MINDCo's technology solutions, products, and services. Additionally, the position may support or participate in interviews, video presentations, and corporate events where appropriate, contributing to clear, creative, and audience-focused communication that strengthens brand and product awareness and public engagement.

DUTIES AND RESPONSIBILITIES

The Content Marketing Specialist shall be responsible for the following duties:

- Contribute to the development of annual corporate and product marketing plans, ensuring content strategies align with corporate objectives and target audiences.
- Develop and implement multi-channel content strategies and maintain quarterly editorial calendars to ensure consistent and timely content delivery.

- Proactively identify content opportunities across corporate departments, ensuring consistent brand messaging and editorial standards across all communication channels.
- Plan, create, edit, and manage engaging, culturally relevant content in Dhivehi and English for marketing campaigns, corporate events, digital platforms, and other communication initiatives.
- Develop creative headlines, captions, promotional copy, articles, newsletters, blog posts, speeches, presentations, and scripts for podcasts, vodcasts, and video productions.
- Translate complex information about MINDCo's products, services, and technologies into clear, relatable, and audience-focused messaging.
- Manage corporate social media platforms, including content planning, scheduling, publishing, audience engagement, and coordination of timely and professional responses to inquiries.
- Monitor social media trends and audience interactions to identify opportunities for improving content reach, engagement, and brand visibility.
- Support interviews, video presentations, and live events through content preparation and coordination with production teams, with a preference for candidates who are comfortable hosting or participating when required.
- Proactively collaborate with corporate departments to gather information and develop content highlighting corporate initiatives, updates, achievements, and activities.
- Coordinate content development, stakeholder reviews, approvals, and editorial schedules to ensure timely delivery and consistent communication across all channels.
- Review and proofread all content to ensure linguistic accuracy, creativity, quality, and compliance with corporate brand and communication guidelines.
- Monitor content performance, audience engagement, and relevant marketing KPIs, providing actionable insights and recommendations for continuous improvement.
- Conduct keyword research, search engine optimization (SEO), and competitive content analysis to improve organic visibility and digital content performance.

- Regularly review and optimize existing content to maintain accuracy, relevance, search visibility, and communication effectiveness.

QUALIFICATIONS, EXPERIENCE AND MANDATORY REQUIREMENTS

The Content Marketing Specialist shall possess the necessary qualifications, experience, and capabilities to independently manage content planning, creative copywriting, and communication requirements across multiple corporate channels.

- Bachelor's degree in Digital Marketing, Marketing, Communications, Journalism, Media Studies, or a related field.
- Minimum of 5 years of relevant professional experience in content marketing, copywriting, social media management, digital marketing, or corporate communications.
- Excellent written and verbal proficiency in both Dhivehi and English is mandatory.
- Demonstrated experience in developing creative and engaging content for social media, digital platforms, marketing campaigns, or corporate communication initiatives.
- Proven ability to write, edit, and proofread content in both Dhivehi and English with a high level of accuracy and creativity.
- Working knowledge of social media management, digital content marketing, and content performance analytics.
- Experience in preparing scripts, speeches, presentations, or other multimedia communication materials will be an added advantage.
- Confidence and ability to participate in on-camera presentations, interviews, and live media productions when required.

SKILLS AND COMPETENCIES

- Excellent bilingual writing, copywriting, storytelling, editing, and proofreading skills in Dhivehi and English.
- Strong creativity and ability to simplify complex information into clear, engaging, and audience-focused content.

- Proactive, self-motivated, and resourceful in identifying content opportunities and anticipating communication needs.
- Sound understanding of brand communication, social media management, digital marketing, and audience engagement.
- Strong organizational and time-management skills, with the ability to multitask and meet deadlines.
- Preferably, contribute to basic (SEO) search engine optimization activities, including keyword research and competitor content analysis, to help improve online visibility and digital content performance.
- Excellent interpersonal, teamwork, and coordination skills across departments.
- Confident presentation, public-speaking, and on-camera hosting skills.
- Strong attention to detail, ensuring content accuracy, quality, and brand consistency.
- Analytical and adaptable mindset, with the ability to interpret performance data and keep up with emerging digital trends.
- A team player and ability to work with diverse cross-functional teams
- Professional, responsible, and committed to maintaining corporate brand and communication standards.

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 15th November 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.