TERMS OF REFERENCE (TOR)

Announcement No: SMED/HR/IU/2026/35

Post:	Designer
No of Vacancies:	01
Post Type:	Permanent
Department:	Marketing & Communications Department
Reporting to:	Head of Marketing & Communications

Key tasks, responsibilities and deliverables:

- Lead the conceptualization, design and production of creative materials for marketing campaigns, product promotions and corporate communications.
- Develop social media graphics, digital advertisements, infographics, presentations, brochures, flyers, posters and other promotional materials.
- Design visual content for product launches, awareness campaigns, events and corporate initiatives.
- Develop creative concepts and visual storytelling approaches to strengthen brand engagement.
- Plan, coordinate and undertake photography for corporate events, product launches, SME engagement activities, CSR initiatives and other company activities.
- Capture high-quality photographs for social media, website content, press releases, publications and marketing campaigns.
- Conduct professional photography for employee profiles, leadership portraits, customer success stories and promotional materials.
- Lead the planning, filming, editing and production of video content for SME Digital's communication channels.
- Develop promotional videos, product explainers, customer testimonials, success stories, event highlights and corporate videos.
- Develop video concepts, scripts, storyboards and production plans.
- Undertake video shoots, including camera setup, lighting, audio recording and composition.
- Perform post-production activities, including video editing, colour correction, sound editing, motion graphics and subtitles.
- Produce short-form video content optimized for Instagram, Facebook, TikTok and other digital platforms.

- Provide creative direction for marketing campaigns, corporate events and visual communication projects.
- Develop and recommend new creative concepts, design styles and content formats.
- Develop engaging visuals and multimedia content for digital marketing campaigns.
- Develop event branding concepts, backdrops, banners, stage visuals, digital displays and other event-related materials.
- Coordinate photography and videography coverage for corporate events, stakeholder engagements and outreach activities.

Requirements and Qualifications:

- Minimum MQA Level 5 or 6 qualifications in Graphic Design, Multimedia, Visual Communication, Digital Media, Film Production or a related field with a minimum 05-years' experience in relevant field. OR,
- Minimum MQA Level 7 qualification in Graphic Design, Multimedia, Visual Communication, Digital Media, Film Production or a related field with a minimum 01-year experience in relevant field.

Other Competencies required:

- Relevant professional experience in graphic design, photography, videography, and multimedia content production.
- Demonstrated experience managing creative projects and delivering high-quality visual materials.
- A strong portfolio showcasing graphic design, photography and video production work.
- Proficiency in Adobe Creative Suite, including Photoshop, Illustrator, InDesign, Premiere Pro and After Effects, or equivalent professional software.
- Experience developing content for social media and digital marketing platforms.
- Ability to manage multiple assignments and work within tight deadlines.
- Understanding of corporate branding and marketing communications.
- Good communication, coordination and teamwork skills.
- Willingness to travel for photography, videography and event coverage when required.

Remuneration:

- Competitive Salary package.

Other benefits:

- Health Insurance as per company policy.
- Training and development opportunities.

Working Hours:

- The selected applicant will be required to work from 0800 to 1600 on weekdays.

Documents required with the job application:

- Complete and up-to-date Curriculum Vitae (CV).
- Copy of National Identity Card.
- Copies of academic certificates with transcripts.
- **All international certificates must be accredited by MQA**.
- Reference letters from current / previous employers certifying type of employment, job roles, and service period.
- Recommendation letters from previous supervisors or employers (optional).

How to Apply:

- Required documents should be submitted using the link: https://smedmv.aidaform.com/job-application-form-designer2 before **29th November 2026 14:00 hrs.**

Important notes for applicants:

- Incomplete applications will be rejected without further notice.
- Applications should be submitted only via the given link, applications received via email will be rejected.
- Only **short-listed candidates will be notified** for an interview.

For inquiries, please contact us on weekdays between 8:30 am to 16:00 pm 1613 or email at careers@smedigital.mv