

## **TERMS OF REFERENCE (TOR)**

**Post:** Marketing and PR Coordinator

**Vacancies:** 1

**Post Type:** Full time

**Reporting to:** Operations Manager

### **Key Tasks, Responsibilities and Deliverables:**

- Planning, developing, and implementing PR strategies.
- Establish and maintain effective working relationships with local media and key spokespeople.
- Analyze media coverage and formulate advertising and marketing strategies to better reach the potential clients.
- Prepare program related documents or updates including profiles, success stories and fact sheets.
- Content development for marketing and PR campaigns (adverts, videos, social media).
- Seek opportunities for partnerships, sponsorships, and advertising.
- Maintaining and updating information on the organization's website.
- Managing and updating information and engaging with users on social media.
- Liaising with, and answering enquiries from media, individuals, and other organizations.
- writing and editing press releases, speeches, articles, and reports such as annual reports.
- Organizing events including press conferences, marketing campaigns etc.
- Fostering community relations through events and through involvement in community initiatives.
- Studying market, corporation objectives, PR policies and develop contents that influence public opinion.
- Managing the PR aspect of a potential crisis.

### **Requirements:**

- First Degree in related field (Communication, PR, Media etc.) with 3-years work experience in related field. Or,
- Diploma in related field (Communication, PR, Media etc.) with 5 years' work experience in related field.
- Should be a proficient user of MS Office software package.



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- Strong analytical, problem-solving, and decision-making skills.
- Should be able to independently draft, type and edit press releases, articles etc. in Dhivehi and English.
- Excellent interpersonal and communication skills.
- Innovative in approach to building online presence, knowledge on PR tools and tactics, and be quick to respond to media trends.
- Experience in graphic designing would be an added advantage.

**Remuneration Package:**

- Negotiable

**Working Hours:**

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

Applications, together with the Covering letter (CV/resume, supported by referees should be submitted using link: <https://sdfcmv.aidaform.com/job-application-form-pr> before 30<sup>th</sup> September 2020, 14:00hours. Only short-listed candidates will be notified.

SME Development Finance Corporations (SDFC)  
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