

JOB VACANCY

HDC(161)-HR/IU/2020/227
2nd November 2020

Public Relations Officer
Business Development, Marketing & Sales

MINIMUM QUALIFICATION & REQUIREMENT

1. Degree or MNQF Level 7 Qualification in Public Relation, Marketing or relevant field. **(OR)**
2. Diploma or MNQF Level 5 Qualification in Public Relation, Marketing or relevant field with minimum 2 years' experience in Public Relation, Marketing or relevant field. **(OR)**
3. O'Level or MNQF Level 3 Qualification in in Public Relation, Marketing or relevant field with minimum 8 years' experience in Public Relation, Marketing or relevant field.

OVERALL SCOPE

Responsible for handling all aspects of planned publicity campaigns and PR activities to enhance the public image of the Corporation.

SCOPE OF WORK

- Preparing press releases and create content for the website and social media to ensure that messages are supportive and consistent with marketing strategies.
- Identifying and developing internal and external strategies for communications, advocacy & outreach, focusing on achievements.
- Assist in development of PR and media relation strategies and campaigns.
- Developing and conducting surveys to identify media trends and responses.
- Conducting research to support PR planning.
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them.
- Distributing information about new promotional opportunities and current PR campaigns progress.
- Develop and maintain a network of contacts within the local and international media and coordinate with departments for op-ed, press release, interviews and TV and radio appearance.
- Responding to media enquiries, setting up interviews, managing media logistics.
- Monitoring and tracking of all media coverage regarding HDC.
- Creating contents for newsletters, articles and advertorials.
- Planning and organizing corporate events and/public events in relation with relevant departments.
- Undertake general administrative duties.

JOB SKILLS AND SPECIFICATIONS

- Experience in public relations, media and communications will be an added advantage.
- Good understanding of social media platforms & trends.
- Excellent verbal & written communication skills in Dhivehi and English.
- Excellent proficiency in Microsoft Office Package.
- Ability to work under immense pressure.
- Ability to work flexible hours.
- Ability to deliver effective results, meet tight deadlines and targets.
- Ability to work as an individual and as a flexible team player.

SALARY PACKAGE:

Gross Salary between 12,500.00 to 16,250.00 based on qualification and experience.

Application Process:

Send the Job application along with your CV, copies of accredited certificates, Job reference letters, Police Report and ID card or Driver's License copy via the link (<https://rb.gy/dznwta>). For any additional queries please contact to 3355305.

Application Deadline:

Date: 9th November 2020 (Monday)

Time: 14:00hrs