



Business Center Corporation, 6th Floor, Ma. Maadheli, Majeedheemagu 20172.

Male' City, Republic of Maldives, +(960) 791-3535

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30 November 2020

Terms of Reference – Content Writer

A. INTRODUCTION

Business Center Corporation (BCC) is a state-owned enterprise (SOE) incorporated in 2017 to coordinate and oversee the management of regional business development service centers (BCs) established, by the Ministry of Economic Development, under the SME Act (6/2013).

The purpose of the Business Centers (BCs) is to contribute to the establishment of an enabling business environment to support inclusive economic growth by providing and building capacity for sustainable, demand-driven business development services and to facilitate market access which will serve the growth needs of the micro, small and medium-sized enterprise (MSME) sector in the Maldives.

B. PROJECT BACKGROUND

The Sustainable Economic Empowerment and Development for SMEs (SEEDS) project, with financial support of the Government of Japan, aims to provide economic rehabilitation in order to mitigate the negative impacts of the COVID-19 crisis in the Maldives. The project has the objective of increasing agriculture production and promoting food security through an approach of building entrepreneurship amongst farmers and creating a new generation of agri-businesses that are innovative, productive and practices environment-friendly agriculture. The project will also provide technical support and capacity to the Government of Maldives to conduct support services for MSMEs to adapt to the "new normal".

The project will be implemented through partnership with the United Nations Development Programme (UNDP) in Maldives, the Ministry of Economic Development, Ministry of Fisheries, Marine Resources and Agriculture (MoFMRA), Agro National Corporation (AgroNat), Maldives Fund Management Corporation (MFMC), the Business Center Corporation (BCC) and Housing Development Corporation (HDC).

C. SCOPE OF WORK

Business Center Corporation seeks to engage a qualified and experienced individual to undertake the responsibilities of the "Content Writer" with the key tasks and responsibilities as identified in section (D). Interested parties are invited to submit their expression of interest for this position as stated in the advertisement published on the national gazette.





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D. KEY TASKS AND RESPONSIBILITIES

The roles and responsibilities include the following:

Development of Authentic Maldives Content

- 1. Read and understand the supplier catalogues of Authentic Maldives Suppliers.
- 2. Proactively interview, research and develop content on the products and brands of the Authentic Maldives Suppliers.

Development of content for Websites

- 1. Coordinate with the website developer and create content for the website being developed by BCC
- 2. Recommend methods for Search engine optimization
- 3. Recommend how articles need to be categorized
- 4. Develop and approve the titles of articles prior to drafting
- 5. Develop drafts of content for approval

Marketing and Social Media Management

- 1. Edit and proofread documents, Social Media posts etc, before publication
- 2. Layout, formatting, and structure work related to publications
- 3. Train the marketing team in the best practices in content writing
- 4. Recommend methods for search optimization on social media in reference to SOE guidelines.
- 5. Promote content on social media and monitor engagement (reactions, comments, and shares)

Develop content for Business Development

- 1. Assist the Business Development team in preparing content for webinars
- 2. Assist the Business Development team in preparing content for documentation
- 3. This Content Writer may have to undertake translation related work in this regard, such as laws and regulations.
- 4. Assist the Business Development team in preparing content for training materials of BCC

NOTE 1: Any reference to developing content implies development in both English and Dhivehi.

NOTE 2: BCC will provide reference materials for most assignments. However, the Content Writer may be required to undertake their own research if required.

F. MINIMUM REQUIREMENTS

- Bachelor's degree in Communications, Marketing, English, Journalism, Literature, or related field.
- 3+ years of marketing/advertising content writing experience or relevant professional work





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• A portfolio of published articles or evidence of content writing on digital platforms (provide links where necessary)

G. KEY DELIVERABLES

Development of Authentic	An initial document outlining the structure of the contents and
Maldives Content	workflow that would be carried out within the time frame and
	expected output
	An overall social media editorial content (stories, infographics,
	announcements for Authentic Maldives products and activities) with
	a social media monthly calendar outlining the contents, time and
	intended target personas
	Content for the Authentic Maldives Brochure
	Create a video marketing script for Authentic Maldives
	Contents for Authentic Maldives website
Development of content	An initial document outlining the structure of the contents and
for Websites	workflow that would be carried out within the time frame and
	expected output
	Contents for BCC website that are easy to read and understand, user
	friendly and engaging, SEO -friendly, plagiarism-free with a revision
	period of 1 year.
Marketing and Social	Conduct a content analysis of the current BCC social media
Media Management	platforms and develop a Guideline and/or Standard Operating
	Procedure and Templates and Forms (where necessary) on content
	writing for social media announcements and press releases and how
	to develop SEO-friendly contents and methods on increasing social
	media engagement through captivating content writing.
	Present the guideline to BCC Marketing and Graphics Team
Develop content for	Develop a standard guideline for webinar/seminar contents
Business Development	creation including guidelines on webinar newsletter content drafting,
	webinar announcement on digital and news platforms, press release
	contents, webinar participant announcement, webinar promotion
	material contents along with templates and forms where necessary
	Translate important documents that have been and will be published
	or released to the public through digital platforms.

G. REQUIRED COMPETENCIES

- o Excellent written communication skill
- o Proofreading and editing abilities
- o Research proficiency
- o Adaptability
- o Social media know-how
- o Time management skills

G. REPORTING





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The Content Writer will report on a day to day basis to the Chief Operating Officer and Project Director.

H. LOCATION

The selected individual is required to be present in Head Office with coordinated visits to sites as necessary.

H. REMUNERATION

An attractive remuneration package will be offered to the selected candidate.

I. CONTRACT DURATION

The duration of the assignment is Three months (calendar).

J. DOCUMENTS REQUIRED

- o Job Application Form
- o Curriculum Vitae
- o Educational Certificates
- o National Identity Card
- o Police Certificate
- o Reference letters

K. DEADLINE

Interested parties must submit their applications to hr@bcc.mv by 7th December 2020 1500 hrs.

M. EXPECTED DATE OF COMMENCEMENT

The selected candidate is expected to start work on 13th December 2020 (Sunday).