

JOB VACANCY

HDC(161)-HR/IU/2021/61
28th January 2021

Brand Coordinator **Business Development, Marketing & Sales**

MINIMUM QUALIFICATION & REQUIREMENT

1. Bachelor's Degree or MNQF Level 7 Qualification in Business Administration, Marketing, or relevant field with minimum 6 years' relevant experience in the field (**OR**)
2. O'Level or MNQF Level 3 Qualification in relevant field with 12 years' experience in relevant field.

OVERALL SCOPE

Develop and execute marketing campaigns aimed at communicating our brand message.

SCOPE OF WORK

- Formulate branding strategies that align with the HDC's brand's vision and image.
- Create, execute, and manage marketing programs, events and campaigns in relation with relevant sections.
- Set brand planning calendar, coordinates cross-functional activities and planning processes, manages timelines, and ensures timely completion of all deliverables.
- Create and manage promotional collateral to establish and maintain branding.
- Analyze brand positioning and consumer insights and market trends.
- Measure and report performance of all marketing campaigns, and assess ROI and KPIs.
- Co-ordinate and liaise with marketing agency or firm to launch marketing campaigns ensuring the designs and messages meet the company brand and regulatory guidelines.
- Supervise advertising, product design and other forms of marketing to maintain consistency in branding.

JOB SKILLS AND SPECIFICATIONS

- Excellent communication skills (verbal as well as written).
- Proficiency in Dhivehi and English Language.
- Strong interpersonal skills
- Good organization and management skills.
- Analytical skills and attention to detail.
- Should be able to priorities tasks and manage one's own time effectively.
- Should be familiar with Microsoft office package and any other work relevant software.
- Should be able to work as an individual and as a flexible team player.
- Creativity and an ability to produce innovative and original ideas.

SALARY PACKAGE:

Salary negotiable based on education qualification and experience.
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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/gy6gyx>). For any additional queries please contact to 3355305.

Application Deadline:

Date: 3rd February 2021 (Wednesday)

Time: 14:00hrs