

Terms of Reference
CONSULTANT- Content Development

Position Title: Consultant - Content Developer (Maldivian National)

Duration of Appointment: Six (6) Months

1. Background

The Ministry of Economic Development (MED) is tasked with the formulation of economic and trade policies, the regulation and promotion of trade and investment, small and medium enterprise development and labour.

Invest Maldives as the lead for promoting and facilitating inward investments into the Maldives has been continuously working on promoting Maldives as an investment destination. A key aspect of this work has been to provide timely and comprehensive information on the investment landscape and investment opportunities in Maldives.

We are looking for a Professional Content Developer and Writer (Consultant) to develop content required for the promotional materials of Invest Maldives.

2. Objectives and Deliverables

The purpose of this consultancy is to develop content for Invest Maldives website and other Investment promotional materials that will be used in the programmed of activities of Invest Maldives. Consultant's responsibilities include conducting thorough research on industry-related topics, generating ideas for new content types and proofreading content before publication on the relevant print and online platforms.

The consultant is expected to meet with relevant stakeholders to gather information and data required for the assignment. Invest Maldives will facilitate and arrange such meetings and communicate with stakeholders with regard to required information and data.

The deliverables for activities for the consultancy include but are not limited to the following duties:

a) Develop Scripts for Invest Maldives Investment Promotional Videos

Create engaging scripts for Investment promotional videos. The length of each video is indicated below. The produced scripts should embody the unique characteristics of the Maldives; natural beauty, environment, highlighting the key investment opportunities in the relevant sector. The scripts are to be developed on the following topics.

- I. Environment Sector Overview & Investment Opportunities - Video (5-7 mins)
- II. Tourism Sector Overview & Investment Opportunities - Video (5-7 mins)

- III. Fisheries and Agriculture Sector Overview & Investment Opportunities -Video (5-7 mins)
- IV. Real-estate and Infrastructure Development Sector Overview & Investment Opportunities -Video (5-7 mins)
- V. History of the Development of Fisheries in the Maldives - Video (5-7 mins)

b) Develop Content for Investment Brochure

Create content for a 20 pages Investment Brochure which will be used as promotional material to promote Maldives as an Investment Destination. The brochure will cover information on the investment climate in Maldives, key priority areas for Investments and information on strategic investment projects of the government that are open for investment. The main goal is to develop a brochure that is informative, engaging, and provides an overview of the opportunities available for Investors.

c) Develop Content for Invest Maldives Website

Like the investment brochure outlined in (b) above, the content for the Invest Maldives website has a similar objective. The purpose of the website is to display information on investment climate and investment opportunities in the Maldives under one interactive platform. The website will include information on key strategic priority areas and investment projects open for investment in the Maldives.

d) Develop Content for Sector and Project Profiles

Maldives is an Official Participant at the Expo 2020 which is to be held from 1st October 2020 to 31st March 2022 in Dubai. During the period of 6 months of the Expo the Government of Maldives will commission and host 4 different Business Forums focusing on 4 different thematic areas of importance for Maldives and its projected development.

The consultant is required to develop sector and project profiles under the following topics that will be used as distribution material in the above-mentioned Business Forums and other events

- Renewable energy
- Tourism
- Fisheries & Agriculture
- Real estate and Infrastructure
- Banking and Finance

- Transport and Logistics
- Health
- Education
- ICT & Communication
- Sports & Entertainment

e) Develop Content for Coffee-Table Book on Maldives

The Ministry of Economic development plans to launch a high quality “Coffee-Table Book” that will Embody the unique characteristics of the Maldives; Natural beauty, Environment, Geography, History, People, Culture, and Economy. The book is aimed to be informative, intriguing and initiate casual conversations and fascinate the readers. The book will encompass a cluster of vibrant, breathtaking photography, illustrations, sketches, with precise, crisp narratives that are inspiring.

f) Update the Doing Business Guide

The Doing Business Guide is a 50 – 100 pages publication that provides introduction to the business environment of Maldives. This guide provides the reader with an overview of the legal and regulatory matters relating to doing business in the Maldives. The consultant is expected to update the content of the existing Doing Business Guide with the changes and developments that have taken place.

3. Duration of assignment

This assignment will be for a period of six (6) months.

4. Reporting and work arrangements

The consultant will work with Invest Maldives team and report to the Head of Invest Maldives. Physical attendance is not compulsory.

5. Expertise and qualifications

- Proven work experience as a Content Writer, Copywriter or similar role.
- Portfolio of published articles and other creative work.
- Experience doing research using multiple sources.
- Excellent writing and editing skills in English.

- Strong attention to detail, multitasking, and analytical skills.
- Ability to meet deadlines.

6. Remuneration:

Gross Pay of MVR 30,000 per month

7. Intellectual Property

The Ministry will not bear any responsibility for intellectual property infringement by the Consultant and the Consultant agrees to bear full responsibility for any consequences of such actions.

All deliverables produced shall remain the sole property of the Ministry of Economic Development.