

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

**Post:** Marketing Assistant

**Vacancies:** 01

**Post Type:** Full time

**Reporting to:** PR Coordinator

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

- Undertake daily administrative tasks to ensure the functionality and coordination of the department's activities.
- Support PR Coordinator in organizing marketing campaigns.
- Assist in Content development for marketing and PR campaigns (adverts, videos, social media).
- Seek opportunities for sponsorships, and advertising.
- Employ marketing analytics techniques to gather important data (social media, web analytics, rankings etc.)
- Assist in the organizing of promotional events and traditional or digital campaigns and attend them to facilitate their success.
- Compose and post online content on the company's website and social media accounts.
- Managing and updating information and engaging with users on social media.
- Assist in planning, developing, and implementing communication strategies related to the marketing campaigns.
- Assist in analyzing media coverage and formulate advertising and marketing strategies to reach the potential clients.
- Assist in establishing and maintaining effective working relationships with local media and key spokespeople and encourage trusting relationship.
- Assist in writing marketing literature (brochures, press releases speeches, articles, and annual report etc) to augment the company's presence in the market.
- Plan, design and develop graphics based on corporate requirements.

### **Requirements:**

- GCE O Level minimum two 'C' pass and SSC Dhivehi pass with 1 year' relevant experience.
- Should be a proficient user of MS Office software package (specially Microsoft Excel and Coral draw).
- Strong analytical, problem-solving, and decision-making skills.

- Should be able to independently draft and type letters, reports etc. in Dhivehi and English.
- Excellent written skill in Dhivehi and English.
- Excellent interpersonal and communication skills.
- Familiar with Photoshop will be an added advantage.
- Certificate in graphic designing will be an added advantage.

**Remuneration Package:**

- Gross pay between MVR 12,000 –MVR 13,000 depending on the Qualification and Experience.

**Working Hours:**

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

Applications, together with (CV/resume, copy of academic certificates, Copy of National ID card, reference letters from current/previous employers supported by nonrelated referees should be submitted using the link: <https://sdfcmv.aidaform.com/job-application-form-marketing-assistant> before **15<sup>th</sup> April 2021, 14:00hours**. Only short-listed candidates will be notified.