

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

**Post:** Senior Officer - Marketing  
**Vacancies:** 01  
**Post Type:** Full time  
**Reporting to:** Marketing and PR Coordinator

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

- Planning, developing, and implementing PR strategies.
- Establish and maintain effective working relationships with local media and key spokespeople.
- Analyze media coverage and formulate advertising and marketing strategies to better reach the potential clients.
- Prepare program related documents or updates including profiles, success stories and fact sheets.
- Seek opportunities for partnerships, sponsorships, and advertising.
- Maintaining and updating information on the organization's website.
- Managing and updating information and engaging with users on social media platforms.
- Liaising with, and answering enquiries from media, individuals, and other organizations.
- writing and editing, speeches, articles, and reports such as annual reports.
- Organizing events including press conferences, marketing campaigns etc.
- Fostering community relations through events and through involvement in community initiatives.
- Studying market, corporation objectives, PR policies and develop contents that influence public opinion.
- Managing the PR aspect of a potential crisis.
- Plan, design and develop graphics based on corporate requirements.

### **Requirements:**

- MQA level 7 qualification in related field (Marketing /Communication /PR/ Media etc.)  
Or,
- MQA level 5 or 6 qualification in related field (Marketing /Communication PR/ Media etc.) with 5-years work experience in related field.
- Should be a proficient user of MS Office software package.
- Strong analytical, problem-solving, and decision-making skills.
- Should be able to independently draft, type and edit press releases, articles etc. in Dhivehi and English.
- Excellent interpersonal and communication skills.
- Innovative in approach to building online presence, knowledge on PR tools and tactics, and be quick to respond to media trends.



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- Familiar with Photoshop will be an added advantage.
- Experience in graphic designing would be an added advantage.
- Certificate in graphic designing will be an added advantage.

**Remuneration Package:**

- Gross pay between MVR 19000 – MVR 20000 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-senior-officer-marketing> before **19th May 2021, 13:00hours**. Only short-listed candidates will be notified.

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