

## Job Opportunity

<b>Post</b>	Marketing Executive	<b>Reference</b>	TradeNet-CS/J/2021/15
<b>Employment Type</b>	Project Based		
<b>Term of Employment</b>	Duration of the assignment is 1 (one) year from the commencement of the work. Contract extension based on performance and need.		
<b>No of positions</b>	01		
<b>Remuneration</b>	Based on qualification and experience		
<b>Scope of Work</b>	We're looking for a Marketing Executive to work with our business development team to execute the PR, marketing and plan. The Marketing Executive will work with the business development team to identify new business opportunities and help the business grow. The work includes executing the marketing plan, conducting the marketing activities, enhancing the business operations, etc.		
<b>Qualification &amp; Experience</b>	<ul style="list-style-type: none"> <li>• 3+ years of experience working in Digital Marketing, Marketing, Business Development or a related field.</li> <li>• Effective time management skills and ability to meet deadlines.</li> <li>• Excellent communication skills, both verbal and written in English and Dhivehi</li> <li>• Excellent personal skills such as teamwork, initiative and attention to details.</li> </ul>		
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Create awareness of and develop the company's brand.</li> <li>• Communicate with target audiences and build and develop customer relationships.</li> <li>• Plan and execute marketing plans, advertising, and campaigns.</li> <li>• Work closely with creative manager to design marketing materials.</li> <li>• Write and proofread marketing copy for both online and print campaigns.</li> <li>• Manage social media channels (e.g. Twitter, Facebook and LinkedIn) to enhance audience engagement</li> <li>• Conduct market research and develop relationships with key stakeholders, both internal and external.</li> <li>• Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).</li> <li>• Brainstorms new and creative growth strategies through digital marketing.</li> <li>• Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.</li> <li>• Identifies critical conversion points and drop off points and optimizes user funnels.</li> <li>• Collaborates with agencies and other vendor partners.</li> </ul>		

Interested applicants are requested to email us your applications with the following documents before 1400hrs on 17<sup>th</sup> July 2021 to [careers@tradenet.com.mv](mailto:careers@tradenet.com.mv)

- Completed Job Application Form (<https://tradenet.com.mv/applicationform>)
- CV
- Scan of National ID card
- Scans of educational certificates
- Employment reference letters
- Police Report