

## JOB VACANCY

HDC(161)-HR/IU/2021/411  
26<sup>th</sup> August 2021

### Marketing Officer Strategic Business Unit

#### MINIMUM QUALIFICATION & REQUIREMENT

1. Diploma or MNQF Level 5 Qualification in Marketing and relevant field with minimum 2 years of experience in relevant field.

#### OVERALL SCOPE

Develop and oversee marketing campaigns to promote products and services.

#### SCOPE OF WORK

- Conduct market research, analyze data and establish the best way to reach target group and to stay up to date with the latest best practices and technology.
- Organize and manage marketing events/campaigns and promotional activities.
- Research and analyze market trends that affects marketing strategies and suggest ways to improve the efficiency of marketing campaigns.
- Maintain and manage HDC's website.
- Write, edit and proofread marketing materials.
- Monitor the performance of marketing campaigns and prepare measurement reports.
- Develop and present marketing ideas, strategies and contents.

#### JOB SKILLS AND SPECIFICATIONS

- knowledge of marketing concepts.
- Good organization and planning skills.
- Outstanding communicator verbally as well as through writing skills.
- Basic knowledge of graphical Software such as Photoshop/Illustrator and Corel Draw.
- Ability to operate under immense pressure.
- Should be able work as an individual and as a flexible team player.
- Strong interpersonal skills.
- Creativity and commercial awareness.
- Should be familiar with Microsoft office package such as Excel, Word, etc.
- Ability to manage multiple projects and work to tight deadlines.

#### SALARY PACKAGE:

Gross salary between MVR 17,000.00 to 18,000.00 based on qualification and experience.  
.....

#### Application Process:

Send the 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/uludgw>). For any additional queries please contact to 3353535.

**Application Deadline:**

**Date: 02<sup>nd</sup> September 2021 (Thursday)**

**Time: 14:00hrs**