



## **JOB DESCRIPTION**

### **Job Summary:**

The Marketing and Public Relations Officer will be responsible for the development and implementation of e-communication strategies, ensure effective communication with key stakeholders with a goal of increasing the visibility of Business Center Corporation.

### **Minimum Requirements:**

- Minimum 4 “C” passes in O’ Level or equivalent qualification
- Excellent communication skills in both English and Dhivehi
- Pleasant personality

### **Remuneration Package:**

Basic Salary	: 6,000.00
Service Allowance:	: <u>4,000.00</u>
<b>Total (MVR)</b>	<b>: 10,000.00</b>

### **Job Tasks:**

- Provide clients (SMEs and potential startups) with information about promotional activities
- Dealing with enquiries from public, press and other relevant organizations
- Establish and maintain effective working relationships with local media
- Analyze media coverage and formulate advertising and marketing strategies to better reach the potential clients
- Update content on website, expand BCC’s outreach capacity though Instagram, Facebook, Twitter, YouTube and other digital media tools.
- Prepare program related documents or updates including profiles, success stories and fact sheets.
- Assist in event planning, conferences, workshops and trainings
- Any other related and internal organizational service delivery work designed by BCC

### **Additional Responsibilities:**

- Perform other duties as assigned which are in the best interest of the Company