

**JOB VACANCY**

HDC(161)-HRM/IU/2021/530  
13<sup>th</sup> October 2021

**Assistant Public Relations Officer  
Strategic Business Unit****MINIMUM QUALIFICATION & REQUIREMENT**

1. A'Level 3 Passes (OR)
2. O'Level 5 Passes (Including English & Dhivehi) with 2 years' experience in relevant filed.

**OVERALL SCOPE**

Responsible for creating and delivering corporate messages through marketing communications and PR channels.

**SCOPE OF WORK**

- Assist in preparing press releases to ensure that messages are supportive and consistent with marketing strategies.
- Assist in executing PR strategies, tours, open days, press conferences, and campaigns.
- Assist in identifying and developing internal and external strategies for communications, advocacy & outreach, focusing on achievement
- Assist in content creation for newsletters, articles and advertorials.
- Assist in responding to media enquiries and setting up interviews.
- Collaborate with managers to identify trends and evaluate advertising to determine whether it is in sync with the organization's public relation efforts.
- Assist in monitoring and tracking of all media coverage regarding HDC.

**JOB SKILLS AND SPECIFICATIONS**

- Excellent writing and editing skills.
- Aptitude in presentation and public speaking.
- Excellent communication skills in Dhivehi and English
- Outstanding organizational and time management skills.
- Leadership & interpersonal skills.
- Should be able to work as an individual and as a flexible team player.
- Should be able to priorities tasks and manage one's own time effectively.

**SALARY PACKAGE:**

Gross Salary of MVR. 13,000.00

**Application Address**

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/cmbdjs>). For any additional queries please contact to 3353535.

**Application Deadline:****Date: 20<sup>th</sup> October 2021 (Wednesday)****Time: 14:00hrs**