

Maldives Marketing & PR Corporation
Male' / Maldives

Announcement Number: (IUL)MMPRC-HR/1/2021/15

JOB OPPORTUNITIES

Basic Salary (per month): MVR 7,080.00
Service Allowance (per month): MVR 2,360.00
Daily allowance (per month): MVR 2,360.00
Overtime allowances will be paid accordingly

Position: Marketing Coordinator

Vacant slots: 1

Department / Section: Destination Marketing

1. Minimum Qualifications & Skills:

Including proving the ability to perform the assigned tasks.

- a. Bachelors honors degree, Bachelor's degree, Professional Diploma, Professional certificate (National Qualification level 7) in a similar field **OR**
 - b. Advance diploma, Associate degree, Professional certificate (National qualification level 6) at least 1-year experience in a similar field **OR**
 - c. Diploma (National Qualification level 5) at least 2 years' experience in a similar field.
- AND**
- a. Knowledge of traditional and digital marketing and content marketing
 - b. Experience with research using data analytics
 - c. Excellent writing, communication and presentation skills in both English and Dhivehi

2. Key roles and responsibilities:

- 1. Provide assistance in marketing and promotional activities (Fairs, Roadshows, FAM trips and other activities), including overseeing logistics, managing registrations, coordinating with stakeholders, creating itineraries, establishing contacts, evaluating performance, compiling reports and making suggestions
- 2. Proactively contributes in preparing global & local campaign proposals by evaluating concepts, determining objectives, outcomes, deliverables, staffing, budget, negotiating contracts, obtaining approvals, evaluating performance, and compiling reports with suggestions for improvement
- 3. Research for strategic opportunities by identifying and evaluating changing trends in the assigned markets and contribute for activity planning to maximize the exposure for the Maldives
- 4. Conduct marketing activities in the assigned markets as assigned by Supervisor and in collaboration with the PR agency
- 5. Monitor and ensure PR agency honors and comply with the terms of the contract, review their reports to identify changing trends and requirements and closely monitor PRs strategy in combating changing trends, and offer suggestions for improvement



6. Monitor and prepare reports on the published articles of Maldives & media reports, in the assigned market
7. Compile a list of tour operators and Media in the assigned market, ensuring directory is current and accurate
8. Keep an updated list of the advertisements published in the journals in the assigned markets
9. Record assigned markets information in Activity Calendar to track and report analytics
10. Accomplishes organization goals by accepting ownership for accomplishing new and different requests and exploring opportunities to add value to job accomplishments
11. Promote positivity about Maldives in the international marketing platforms
12. Prepare press releases in both Dhivehi and English
13. Propose ideas to increase positive publicity about Maldives in international platforms
14. Create content for the promotional materials to be used to promote Maldives as a destination.
15. Monitor and report the changes in the assigned market
16. Promote Maldives in the assigned market with the help of PR agency and supervisor's opinion.
17. Maintain the validity of the information updated to the Corporation's website and update with the latest information.
18. Proactively contributes to team efforts by accomplishing targets and expediting work results
19. Accomplishes organization goals by accepting ownership for accomplishing new and different requests and exploring opportunities to add value to job accomplishments
20. Promote a culture of integrity, collaboration, high performance, continuous improvement and commitment to quality
21. Provide guidance and assistance to the team in research, creating reports, scheduling, meeting deadlines and other day-to-day tasks
22. Guide and develop the members of the team with appropriate encouragement, providing experimental growth opportunities and feedback
23. Document and follow up on necessary actions and decisions from meetings
24. Carries out administrative duties such as filing, writing reports and letters

3. Deadline for Application Submission:

Interested candidates please email your application to jobs@visitmaldives.com on or before 1500 hours on Wednesday, 10th March 2021.

4. Compulsory documents required

- a. Duly completed job application form
- b. CV of applicant with contact information
- c. Copy of national identity card
- d. Reference letters if applicable
- e. Attested copies educational certificated/ transcripts
- f. Police Report (3 months recent)

5. Additional Information:

- a. Email address to submit documents: jobs@visitmaldives.com
- b. Only shortlisted candidates shall be contacted for the interview.
- c. Following the interviews, unsuccessful candidates will be informed verbally. A written document shall not be issued.
- d. Job application form will be available to download on our website at the link below.
Link: <https://corporate.visitmaldives.com/downloads/>
- e. For any enquiries please contact: 3323228, 3035512, 3035513 or 3035514

6. Address line:

Thoyyib Mohamed,
Managing Director,
Maldives Marketing and Public Relations Corporation

03rd March 2021



Maldives Marketing & Public Relations Corporation

Company Registration Number C-0509/2011

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