

**Maldives Marketing & PR Corporation**  
**Male' / Maldives**

Announcement Number: (IUL)MMPRC-HR/1/2021/19

**JOB OPPORTUNITIES**

**Basic Salary (per month): MVR 7,080/-**  
**Service Allowance (per month): MVR 2,360/-**  
**Daily allowance (per month): MVR 2,360/-**

**Position: Content Writer**

Overtime allowances will be paid accordingly

Vacant slots: 1

**Department / Section: Destination Marketing/Digital Media and Online Marketing**

**Minimum Qualifications:**

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) in a similar field with 1-year experience in a similar field **OR**
- c. Diploma (National Qualification level 5) in a similar field with a minimum of 2 years' experience in a similar field.

**Key roles and responsibilities:**

1. Produce well-researched content by choosing a proper tone in the writing style, adhering to the respective corporation's style guideline for online and in print
2. Organize writing schedules to complete drafts of content within deadlines
3. Collaborate with marketing teams to illustrate articles to ensure timely delivery of materials
4. Utilize industry best practices and familiarity with the organization's mission to inspire idea and content
5. Develop industry-related content for multiple platforms, such as online and in print
6. Develop and curate engaging content for social media platforms
7. Refine core messaging to ensure organizational consistency (styles, fonts and tones) in all aspects of communication
8. Monitor and analyze the performance of key performance indicator (KPIs) to offer suggestions for improvement
9. Research industry-topics (combining online sources, interviews, studies, and gather market data to develop up-to-date topics and themes for content creation
10. Ensure accuracy, adherence to style to maintain brand consistency in all aspect of communication and ensure content remains consistent and makes sense to the audience
11. Provide quality assurance for content, including proofreading
12. Promote a culture of integrity, high performance, continuous improvement and commitment to quality
13. Maintain a database of the content



14. Accomplishes organization goals by accepting ownership for accomplishing new and different requests and exploring opportunities to add value to job accomplishments.
15. Assist with annual budget and marketing plan development
16. Contribute in brainstorming sessions for new and creative idea generation
17. Proactively contributes to team efforts by accomplishing targets and expediting work results
18. Carries out administrative duties such as filing, writing reports and letters,
19. Complete the task as per the Job Description and other tasks related to the services of the Corporation
20. Participating the activities organized by corporation

**1. Deadline for Application Submission:**

Interested candidates please email your application to [jobs@visitmaldives.com](mailto:jobs@visitmaldives.com) on or before 1400 hours on Monday, 26<sup>th</sup> April 2021

**2. 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. Portfolio of previous work experience
- g. Police report (Last 3 months)
- h. Note: (Job application and all other documents shall be submitted in a single email in PDF format as a single file)

**3. Additional Information:**

4. Email address to submit documents: [jobs@visitmaldives.com](mailto:jobs@visitmaldives.com)
5. Only shortlisted candidates shall be contacted for the interview.
6. Following the interviews, unsuccessful candidates will be informed verbally. A written document shall not be issued.
7. Job application form will be available to download on our website at the link below.  
Link: <https://corporate.visitmaldives.com/downloads/>
8. For any enquiries please contact: 3323228, 3035512, 3035513 or 3035514

**9. Address line:**

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

19<sup>th</sup> April 2021

