

Maldives Marketing & PR Corporation  
Male' / Maldives

Announcement Number: (IUL)MMPRC-HR/1/2021/35

**JOB OPPORTUNITIES**

**Basic Salary (per month):** MVR 11,400.00  
**Service Allowance (per month):** MVR 3,800.00  
**Daily allowance (per month):** MVR 3,800.00  
Overtime allowances will be paid accordingly

**Position:** Deputy Director

Vacant slots: 1

**Department / Section:** Destination Marketing

**1. Minimum Qualifications:**

Including proving the ability to perform the assigned tasks.

2. Master's degree, Advance professional diploma, Advance professional certificate (National qualification level 9) with minimum 1 years proven working experience in a related field **OR**
3. Graduate diploma, Post graduate diploma (National qualification level 8) minimum 2 years' proven working experience in a similar field at a senior post. **OR**
4. Bachelors honors degree, Bachelors degree, Professional Diploma, Professional certificate (National Qualification level 7) with a minimum of 4 years' proven working experience in a similar field at a senior post.

**5. Key roles and responsibilities:**

6. Support the Supervisor in formulating marketing plan and strategies by researching, gathering data, assembling and analyzing forecasts and trends, setting objectives, targets and determining budget
7. Coordinate marketing and promotional activities and events (Fairs, Roadshows, FAM trips and other activities), including outlining scope, determining objectives, overseeing contracts, creatives, logistics, managing registrations, liaison with internal stakeholders for necessary arrangements, creating itineraries, preparing promotional materials, overseeing exhibitor experiences, managing on-site preparation and budget, establishing contacts, evaluating performance, compiling reports with suggestions for improvement
8. Proactively coordinates global & local campaigns by evaluating concepts, creating briefs, determining objectives, outcomes, deliverables, staffing, budget, obtaining approvals, evaluating performance, compiling reports and identifying areas of improvement
9. Collaborate with PR agents in organizing FAM trips, including developing concepts, arranging travel, hospitality, and accommodation requirements, liaison with internal stakeholders for influencer selection, visa arrangement, obtaining permits and approvals, and partner with industry representatives for other necessary arrangements and participate as and when needed



10. Coordinate and communicate event/campaign objectives, timelines, and deliverables to the internal and external stakeholders
11. Contribute different and new ideas for the marketing activities
12. Ability to work with the ideas and suggestions given by the team and the management
13. Evaluate and monitor campaigns and event performance on an ongoing basis by analyzing key metrics and creating comprehensive reports with suggestion for improvement
14. Document and follow up on necessary actions and decisions from meetings
15. Coordinate and conduct marketing activities in the assigned markets in collaboration with the PR agency
16. 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
17. Monitor and ensure PR Agency honours and comply with the terms of the contract, reviewing their reports by identifying changing trends and offer suggestions for improvement
18. Partner with content and social media team for project execution, data tracking, optimization, and content creation
19. Perform quality assurance checks for campaigns by evaluating and proofreading content and ensure effective execution and delivery of accurate content
20. Develop industry-related and engaging content for multiple platforms, such as digital and in print
21. Refine core messaging to ensure organizational consistency (styles, fonts, and tones) in all aspects of communication
22. Research industry related-topics (combining online sources, interviews, and studies, and gather market data to develop up-to-date topics and themes for content creation
23. Improve channel of communication by cultivating and managing strategic relationship with journalists and stakeholder to ensure coverage of events and activities throughout all media platforms
24. Engage with industry representative, influencers to increase awareness on MMPRC activities and to establish a strategic partnership
25. Plan, organize and monitor press briefings, conferences and media coverage
26. Ensure the organization's message is distributed across all channels and to the target audience and news published on MMPRC are correct and appropriate, rectifying any incorrect information
27. Ensure marketing efforts align with the organization's overall goal
28. Promote a culture of integrity, inclusion, agility, transparency, and fostering an environment where people can contribute, innovate and excel.
29. Monitor and prepare reports on the published articles of Maldives & media reports, in the assigned market,
30. Compile a list of tour operators and Media in the assigned market, ensuring directory is current and accurate
31. Keep an updated list of the advertisements published in the journals in the assigned markets
32. Record assigned markets information in Activity Calendar to track and report analytics
33. Utilize best practices, techniques and standards throughout the entire promotional events and marketing campaigns
34. Accomplishes organization goals by accepting ownership for accomplishing new and different requests and exploring opportunities to add value to job accomplishments.
35. Arrange and coordinate brainstorming sessions for new and creative idea generation
36. Proactively contributes to team efforts by accomplishing targets and expediting work results
37. Provide guidance and assistance to the team in research, creating reports, scheduling, meeting deadlines and other day-to-day tasks

38. Guide and develop team members with appropriate encouragement, providing experimental growth opportunities and feedback
39. Conduct administrative duties such as filing, writing reports and letters
40. Perform other related tasks assigned by the supervisor
41. Participate the activities organized by corporation

**42. Deadline for Application Submission:**

Interested candidates please email your application to [jobs@visitmaldives.com](mailto:jobs@visitmaldives.com) on or before 1500 hours on Sunday, 29<sup>th</sup> August 2021.

**43. 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)

**44. Additional Information:**

- a. Unsuccessful candidates will be informed verbally. A written document shall not be issued.
- b. Email address to submit documents: [jobs@visitmaldives.com](mailto:jobs@visitmaldives.com)
- c. Only shortlisted candidates shall be invited for the interview.
- d. Job application form will be available to download on our website at the link below.  
Link: <https://corporate.visitmaldives.com/downloads/>
- e. All documents should be submitted in PDF format as one document.
- f. For any enquiries please contact: 3323228, 3035512, 3035513 or 3035514

**45. Address line:**

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

12<sup>th</sup> August 2021