

Maldives Marketing & PR Corporation
Male' / Maldives

Announcement Number: (IUL)MMPRC-HR/1/2021/31

JOB OPPORTUNITIES

Basic Salary (per month): MVR 5,820.00
Service Allowance (per month): MVR 1,940.00
Daily allowance (per month): MVR 1,940.00
Overtime allowances will be paid accordingly

Position: Assistant Marketing Coordinator

Vacant slots: 3

Department / Section: Destination Marketing

1. Minimum Qualifications:

Including proving the ability to perform the assigned tasks.

- a) Three passes in GCE A' Level (including Dhivehi and English) **OR**
- b) Three passes in GCE O' Level (including Dhivehi and English) with 1-year experience in similar field

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. Conduct marketing activities in the assigned markets as assigned by Supervisor and in collaboration with the PR agency
4. 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
5. Monitor and prepare reports on the published articles of Maldives & media reports, in the assigned market
6. Compile a list of tour operators and Media in the assigned market, ensuring directory is current and accurate
7. Keep an updated list of the advertisements published in the journals in the assigned markets
8. Record assigned markets information in Activity Calendar to track and report analytics
9. Accomplishes organization goals by accepting ownership for accomplishing new and different requests and exploring opportunities to add value to job accomplishments
10. Promote positivity about Maldives in the international marketing platforms



11. Prepare press releases in both Dhivehi and English
12. Propose ideas to increase positive publicity about Maldives in international platforms
13. Create content for the promotional materials to be used to promote Maldives as a destination.
14. Monitor and report the changes in the assigned market
15. Promote Maldives in the assigned market with the help of PR agency and supervisor's opinion.
16. Maintain the validity of the information updated to the Corporation's website and update with the latest information.
17. Proactively contributes to team efforts by accomplishing targets and expediting work results
18. Accomplishes organization goals by accepting ownership for accomplishing new and different requests and exploring opportunities to add value to job accomplishments
19. Document and follow up on necessary actions and decisions from meetings
20. 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 Thursday, 19th August 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. Unsuccessful candidates will be informed verbally. A written document shall not be issued.
- b. Email address to submit documents: 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. For any enquiries please contact: 3323228, 3035512, 3035513 or 3035514

6. Address line:

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

11th August 2021