

Maldives Marketing & PR Corporation
Male' / Maldives

No. (IUL)MMPRC-HR/1/2021/27

JOB OPPORTUNITY

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: Digital Media Coordinator

Vacant slots: 1

Department / Section: Destination Marketing/Digital Media & online Marketing

1. Minimum Qualifications:

Including proving the ability to perform the assigned tasks:

- a. Bachelor's degree/Bachelor's honors 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 (one) year experience in a similar field. **OR**
- c. Diploma (National Qualification level 5) in a similar field with a minimum of 2 (Two) years' experience in a similar field.

- Candidates with the following skills will be given priorities:

- Familiar and experience in traditional content writing
- Experience in market research and data analysis
- Ability to fluently speak and make presentations in both Dhivehi and English
- Photo & video editing and presenting skill

2. Key roles and responsibilities:

- a) Assist the supervisor with the tasks of Digital Media and Online marketing section.
- b) Assist with the development of the digital & social media marketing plan and the annual budget.
- c) Develop, implement, and manage the social media strategy of Maldives in consultation with the supervisor.
- d) Develop social media marketing campaigns for Maldives tourism to be run on all Visit Maldives social media handles (Facebook, Twitter, Instagram, Youtube, Tik Tok etc)
- e) Create targets to increase the follower base of the Visitmaldives social media handles.
- f) Manage and oversee the social media content of the Corporation.
- g) Generate, edit, publish, and share daily content that adheres to the Maldives brand as a tourism destination.



PREVENT DOMESTIC VIOLENCE



- h) Create content best suited for the campaigns and captivate the attention of target audience.
- i) Maintenance of the Corporation's social network profiles and prepare and maintain reports and records of profile visitors.
- j) Upload photos, videos and information of the Corporation's events and activities to social media platforms and to the website.
- k) Ensuring and maintain the validity of the information updated to the Corporation's website and update with the latest information.
- l) Conduct research to measure the success of social media campaigns and identify opportunities.
- m) Collaborate with marketing teams to create targeted campaigns for individual markets.
- n) Collaborate with industry partners to create joint campaigns.
- o) Conduct market research & analysis to provide necessary reports to the management
- p) Participate in different activities conducted by the Corporation.
- q) Complete the task as per the Job Description and other tasks related to the services of the Corporation.

3. Deadline for Application Submission:

Interested candidates please email your application to jobs@visitmaldives.com on or before **10th August 2021 (Tuesday), 1500hrs.**

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. Portfolio of previous work experience
- g. Police Report

5. Additional Information:

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

6. Address line:

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

1 August 2021



**PREVENT
DOMESTIC
VIOLENCE**