

## Maldives Marketing & PR Corporation

Male' / Maldives

Announcement Number: (IUL)MMPRC-HR/1/2021/71

### 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:** Coordinator, Marketing

vacancies: 4

**Department / Section:** Destination Marketing, Market Group

**a. Minimum Qualifications:**

Including proving the ability to perform the assigned tasks:

College Diploma (National Qualification level 5) with a minimum of 1 Year Experience.

**b. Key roles and responsibilities:**

- a. Assist 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
- b. Proactively contributes to 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
- c. 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
- d. Conduct marketing activities in the assigned markets as assigned by Supervisor and in collaboration with the PR agency
- e. Monitor and ensure PR agencies honor and comply with the terms of the contracts, review their reports to identify changing trends and requirements and closely monitor PRs strategies in combating changing trends, and offer suggestions for improvements



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- f. Monitor and prepare reports on the published articles of Maldives & media reports, in the assigned market
- g. Compile a list of tour operators and Media in the assigned market, ensuring directory is current and accurate
- h. Keep an updated list of the advertisements published in the journals in the assigned markets
- i. Record assigned markets information in Activity Calendar to track and report analytics
- j. Accomplishes organization goals by accepting ownership for accomplishing new and different requests and exploring opportunities to add value to job accomplishments
- k. Promote positivity about Maldives in the international marketing platforms
- l. Assist in content creation of the activities in the assigned markets.
- m. Propose ideas to increase positive publicity about Maldives in international platforms
- n. Create content for the promotional materials to be used to promote Maldives as a destination.
- o. Monitor and report the changes in the assigned market
- p. Promote Maldives in the assigned market with the help of PR agency and supervisor's opinion.
- q. Proactively contribute to team efforts by accomplishing targets and expediting work results
- r. Promote a culture of integrity, collaboration, high performance, continuous improvement, and commitment to quality
- s. Provide guidance and assistance to the team in research, creating reports, scheduling, meeting deadlines and other day-to-day tasks
- t. Document and follow up on necessary actions and decisions from meetings
- u. Carry out duties such as filing, writing reports and letters
- v. Participate in the activities/events organized by the Corporation.

### 3. Deadline for Application Submission:

Interested candidates please email your application to [jobs@visitmaldives.com](mailto:jobs@visitmaldives.com) on or before **2<sup>nd</sup> January 2022 (Sunday), 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
- e. Attested copies educational certificates/ transcripts (certificates from abroad shall be accredited from MQA)
- f. CV with reference contact details (with contact number)
- g. Police Report

### 5. Additional Information:

- a. Only shortlisted candidates shall be contacted for the interview.



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- 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](mailto: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.
- f. Link: <https://corporate.visitmaldives.com/downloads/>

For any enquiries please contact: 3323228, 3035512, 3035513 or 3035514

**6. Address line:**

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

26 December 2021



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