

Maldives Marketing & PR Corporation

Male' / Maldives

Announcement Number: (IUL)MMPRC-HR/1/2021/66

JOB OPPORTUNITY

Basic Salary (per month): MVR 8,160.00

Service Allowance (per month): MVR 2,720.00

Daily allowance (per month): MVR 2,720.00

Overtime allowances will be paid accordingly

Position: Senior Coordinator, Social Media Marketing

Vacant slots: 1

Department / Section: Destination Marketing / Social Media Marketing

1. Minimum Qualifications:

Including proving the ability to perform the assigned tasks:

College Diploma (National Qualification level 5) with a minimum of 3 Years' Experience.

2. Key roles and responsibilities:

- a. Planning, building, and implementing corporate advertising campaigns across multiple channels and platforms including Google, LinkedIn and Twitter.
- b. Execute corporate digital marketing strategies across multiples channels and platforms to achieve overall marketing goals in an integrated marketing communication approach.
- c. Plan content calendars and manage the day-to-day messaging, monitoring, and moderation of all social media channels e.g. posts, videos, competitions, mini and major campaigns etc.
- d. Research and provide inputs to level up advertising creatives across all the social media platforms
- e. Supporting the development and delivery of corporate marketing activities that contribute to the marketing fairs, roadshows etc.



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- f. Utilize tracking and analytics tools such as ad dashboards to measure campaign performance and to report insights to the management.
- g. Brainstorm and brief visual and copy ideas with other team members of the creative team
- h. Track performance of social media campaigns, content, and overall health of social handles with regular reporting on metrics such as follower's growth, reach, engagement, profile visits, web traffic, conversion, etc.
- i. Partner with social platforms to identify new opportunities and develop innovative activations.
- j. Collaborate with cross-functional teams and assist with projects like advertisements, marketing materials, product launches, etc.
- k. Constantly on the lookout for new developments and figuring out how to bring them into the company's marketing ecosystem.
- l. Following growth methodology, prioritize the most impactful ideas from your research, execute fast and present insights to the team.
- m. Execute platform marketing campaigns using solutions to boost campaign performance.
- n. Execute customer acquisition strategies through demand generation and remarketing campaigns utilizing search, paid social, video, and mobile advertising.
- o. Carryout all other tasks of the section assigned by the supervisor.
- p. Participate in the activities/events organized by the Corporation.

3. Deadline for Application Submission:

Interested candidates please email your application to jobs@visitmaldives.com on or before **22nd December 2021 (Wednesday), 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
- 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/>
- g. For any enquiries please contact: 3323228, 3035512, 3035513 or 3035514

6. Address line:

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

15 December 2021



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