

Maldives Marketing & PR Corporation

Male' / Maldives

Announcement Number: (IUL)MMPRC-HR/1/2022/32

JOB OPPORTUNITY

Basic Salary (per month): MVR 9,792.00

Service Allowance (per month): MVR 3,427.00

Living allowance (per month): MVR 2,938.00

Technical Qualification Allowance / Supporting Qualification Allowance will be paid based on the highest qualification

- Level 9 and above: MVR 1,750.00 (Monthly)
- Level 7 & 8: MVR 1,250.00 (Monthly)
- Level 6 & below: MVR 7,50.00 (Monthly)

Overtime and other allowance will be paid accordingly

Position: Senior Marketing Coordinator

Vacancies: 1

Department / Section: Destination Marketing

- **Minimum Qualifications:**

Including proving the ability to perform the assigned tasks:

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

Key roles and responsibilities:

1. Support the supervisor in evaluating and establishing the marketing plan and strategy by assembling and analyzing forecasts, setting objectives, and updating calendar.
2. Administer marketing calendar (Fairs, Roadshows, FAM Trips and other activities) as assigned. Monitor schedules, coordinate advertising placements and other details to ensure timely completion of marketing activities
3. Communicate campaign objectives, timelines, and deliverables to the internal stakeholders
4. Proactively ideate on engaging and innovative content ideas and coordinate with content team to produce content



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5. Research for strategic opportunities by identifying and evaluating changing trends of the assigned market to maximize the exposure
6. Evaluate and monitor marketing activity on an ongoing basis by analyzing key metrics and creating comprehensive reports with suggestion for improvement
7. Document and follow up on necessary actions and decisions from meetings
8. Monitor the published articles of Maldives & Media reports with the help of PR Firms in the assigned market and prepare Media value reports
9. Monitor and identify the changes in the assigned markets and prepare quarterly reports based on it.
10. Compile and maintain a list/database of tour operators and media by ensuring the directory is current and accurate in the assigned market
11. Coordinate with PR agents in organizing Familiarization trips, including developing concepts, arranging travel and accommodation, liaising with internal stakeholder for visa arrangement, obtaining permits and approval, participating as and when needed and providing post-event reports and feedback
12. 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 of the PR Firms to the supervisor.
13. Keep and maintain an updated records/list of the advertisements published in the journals and other digital ads of the assigned markets.
14. Proactively contribute to team efforts by accomplishing targets and expediting work results.
15. Support the supervisor in preparing yearly budget, reports, and other documents
16. Carryout the tasks of other team members during their absence based on the supervisor's instructions.
17. Promote a culture of integrity, inclusion, agility, and transparency to create an environment where employee can contribute, innovate, and excel.
18. Utilize best practices, techniques, and standards throughout the entire content creation process
19. Providing support to the leader on marketing initiatives as needed
20. To participate activities in various events organized by the corporation and to carry out all the tasks related to the work of the corporation.

3. Deadline for Application Submission:

Interested candidates please email your application to jobs@visitmaldives.com on or before **31st March 2022 (Thursday), 1400hrs.**

- a. Duly completed job application form
- b. CV of applicant with contact information (reference contact details with contact number).
- c. Copy of national identity card
- d. Reference letters



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- e. Attested copies of educational certificates/ transcripts (certificates from abroad shall be accredited from MQA)
- f. Certificates from abroad should be accredited from MQA and attested transcript
- g. Police Report

4. 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.
- f. Link: <https://corporate.visitmaldives.com/downloads/>
- g. For any enquiries please contact: 3323228, 3035512, 3035513 or 3035514

5. Address line:

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

24th March 2022



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