

Maldives Marketing & Public Relations Corporation Male' | Republic of Maldives

👰 info@visitmaldives.com

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Maldives Marketing & PR Corporation	
Male' / Maldives	
Announcement Number: (IUL)MMPRC-HR/1/2022/48	
JOB OPPORTUNITY	
Basic Salary (per month): MVR 8,284.00	
Service Allowance (per month): MVR 2,899.00	
Living allowance (per month): MVR 2,485.00	
<ul> <li>Technical Qualification Allowance / Supporting Qualification</li> <li>Allowance will be paid based on the highest qualification</li> <li>Level 9 and above: MVR 1,750.00 (Monthly)</li> <li>Level 7 &amp; 8: MVR 1,250.00 (Monthly)</li> <li>Level 6 &amp; below: MVR 750.00 (Monthly)</li> <li>Overtime and other allowance will be paid accordingly</li> </ul>	Position: Social Media Coordinator
Vacancies: 4	Department / Section: Destination
- Minimum Qualifications:	Marketing / Social Media Marketing
- <u>Millinum Quainications:</u>	

Including proving the ability to perform the assigned tasks:

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

## 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

Company Reg No. C-0509/2011



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- e. Supporting the development and delivery of corporate marketing activities that contribute to the marketing fairs, roadshows etc.
- 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 <u>jobs@visitmaldives.com</u> on or before 08<sup>th</sup> June 2022 (Thursday), 1400hrs.

- 4. Compulsory documents required
- 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

MALDIVES MARKETING & PR CORPORATION

State Owned Corporation

e. Attested copies of educational certificates/ transcripts (certificates from abroad shall be accredited from MQA attested transcript)

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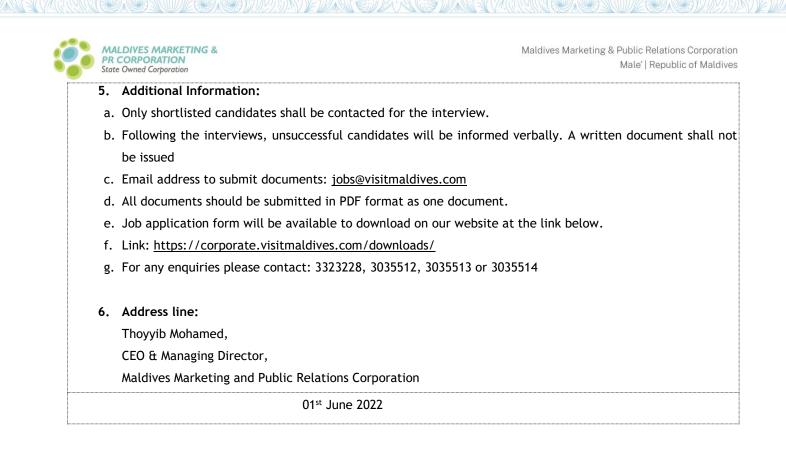
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f. Valid Police Report



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