

## Maldives Marketing & PR Corporation

Male' / Maldives

Announcement Number: (IUL)MMPRC-HR/1/2023/9

### 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

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 750.00 (Monthly)

Overtime and other allowance will be paid accordingly

**Position:** Content Writer

**Vacancies:** 1

**Department / Section:** Destination Marketing

#### 1. Minimum Qualifications:

Including proving the ability to perform the assigned tasks:

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

#### 2. Key roles and responsibilities:

1. Produce well-researched content by choosing a proper tone in the writing style, adhering to the respective corporation's style guidelines for online and in print.
2. Organize writing schedules to complete drafts of content within deadlines.
3. Collaborate with marketing teams to illustrate articles to ensure the timely delivery of materials.
4. Utilize industry best practices and familiarity with the organization's mission to inspire ideas and content.
5. Develop industry-related content for multiple platforms, such as online and in print.
6. Develop and curate engaging content for social media platforms.
7. Refine core messaging to ensure organizational consistency (styles, fonts, and tones) in all aspects of communication.
8. Monitor and analyze the performance of key performance indicators (KPIs) to offer suggestions for improvement.
9. Research industry topics (combining online sources, interviews, and studies, and gather market data to develop up-to-date topics and themes for content creation
10. Ensure accuracy, and adherence to style to maintain brand consistency in all aspects of communication and ensure content remains consistent and makes sense to the audience.
11. Provide quality assurance for content, including proofreading.

12. Promote a culture of integrity, high performance, continuous improvement, and commitment to quality.
13. Maintain a database of the content.
14. Accomplishes organization goals by accepting ownership for accomplishing new and different requests and exploring opportunities to add value to job accomplishments.
15. Assist with annual budget and marketing plan development.
16. Contribute to brainstorming sessions for new and creative idea generation.
17. Proactively contributes to team efforts by accomplishing targets and expediting work results.
18. Carries out administrative duties such as filing, writing reports, and letters,
19. Complete the task as per the Job Description and other tasks related to the services of the Corporation.
20. Participating in the activities 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 **13th Feb 2023 (Monday), 1400hrs.**

**4. Compulsory documents required:**

- a. Duly completed job application form.
- b. CV of the applicant with contact information (reference contact details with contact number).
- c. Copy of national identity card.
- d. Reference letters.
- e. Attested copies of educational certificates/ transcripts (certificates from abroad shall be accredited by MQA).
- f. Valid 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](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.  
Link: <https://corporate.visitmaldives.com/downloads/>
- f. For any inquiries please contact: 3323228, 3035512, 3035513 or 3035514

**6. Address line:**

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

5<sup>th</sup> February 2023