



**MALDIVES MARKETING &  
PR CORPORATION**  
State Owned Corporation

## Maldives Marketing & PR Corporation Male' / Maldives

Announcement Number: (IUL)MMPRC-HR/1/2023/19

### **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:** Social Media Coordinator

**Vacancies:** 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 1 Year Experience.

#### **2. Key roles and responsibilities:**

- a. Planning, building, and implementing corporate advertising campaigns across multiple channels and platforms including Google, LinkedIn and Twitter, Facebook, Instagram, TikTok & Pinterest.
- b. Execute corporate Social Media 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.
- 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.



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- 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](mailto:jobs@visitmaldives.com) on or before **21<sup>st</sup> March 2023 (Tuesday), 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



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14<sup>th</sup> March 2023