



Maldives Marketing & PR Corporation
Male' / Maldives

Announcement Number: (IUL)MMPRC-HR/1/2023/23

JOB OPPORTUNITY

Basic Salary (per month): MVR 11,520.00

Service Allowance (per month): MVR 4,032.00

Living allowance (per month): MVR 3,456.00

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: Assistant Market Analyst

Vacancies: 1

Department / Section: Marketing & Research

1. Minimum Qualifications:

Including proving the ability to perform the assigned tasks:

- a. Bachelor's degree/Bachelor's honors degree/professional diploma/ professional certificate (National Qualification level 7) in a similar field,

OR

- b. Diploma (National Qualification level 5) in a similar field with a minimum of 03 (Three) years' experience in similar field,

OR

- c. O level with 8 years of experience in a relevant field.

2. Key roles and responsibilities:

- a. Conduct desk research on assigned markets by analyzing the available data and statistics from relevant authorities, such as travel trends and patterns, profiles of travelers, age groups, behaviors, average nights of stay, spending power, ranking, etc.
- b. Collect in-depth raw data from the assigned markets by designing quantitative and qualitative research.
- c. Collaborate with external parties to identify the available opportunities to collect data from relevant markets.
- d. Create an up-to-date customer database for the relevant markets and maintain it.
- e. Identify the potential competitors of the destination, study and analyze their competitive advantage, and propose strategies to tackle it.
- f. Analyze the collected data through various research methodologies and platforms.
- g. Write reports and interpret and present the findings of the research on a monthly, weekly, or daily basis.



- h. Conduct marketing campaigns in assigned markets based on the research findings.
- i. Make recommendations to the management or event operations to organize fairs or roadshows.
- j. Evaluate the effectiveness of the marketing campaigns by establishing goals and metrics and proposing solutions for future campaigns.
- k. Prepare the contents and templates of the product directory and destination guide annually.
- l. Research and propose appropriate marketing materials to be prepared for usage during the events.
- m. Understand the travelers and customers experiences by visiting the properties and experiencing the services offered.
- n. Collaborate with the social media team and event operations team to enhance the work process based on the research findings.
- o. Participate in the activities organized by the corporation.

3. Deadline for Application Submission:

Interested candidates, please email your application to jobs@visitmaldives.com on or before **29th February 2024 (Thursday), 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
- 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:

Fathmath Thaufeeq,
CEO & Managing Director,
Maldives Marketing and Public Relations Corporation

