



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

**Maldives Marketing & PR Corporation**  
**Male' / Maldives**

Announcement Number: (IUL)MMPRC-HR/1/2024/22

**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

**Phone allowance (per month):** MVR 750.00

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 - (Corporate PR)

**Vacancies:** 1

**Department / Section:** social media & Content Creation

**1. Minimum Qualifications:**

1. Diploma (National Qualification level 5) **OR**,
2. Certificate level 4 with 1 years of work experience **OR**,
3. O' Level with 2 years and above experience in a relevant field.

**2. Key roles and responsibilities:**

- a. Handle the Social Media Accounts of the corporation including Google, LinkedIn, X, 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. Develop and curate engaging content & campaigns for social media platforms by working with content creators and designers to ensure content is informative and appealing.
- 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.



+{960} 332 3228  
info@visitmaldives.com  
visitmaldives.com

Maldives Marketing & Public Relations Corporation  
2nd Floor, Zonaria,  
Boduthakurufaanu Magu,  
20057, Male',  
Republic of Maldives





- 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. Execute platform marketing campaigns using solutions to boost campaign performance.
- l. Conduct social media research & analysis to provide necessary reports to the management.
- m. Carry out all other tasks of the section assigned by the supervisor.
- n. 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 **29<sup>th</sup> 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](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:**

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

22<sup>nd</sup> February 2024

