



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

Maldives Marketing & PR Corporation Male' / Maldives

Announcement Number: (IUL)MMPRC-HR/1/2024/26

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: Content Creator - (Writer)

Vacancies: 1

Department / Section: Content

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' work experience in a relevant field.

1. Assist the supervisor in setting standards and establishing goals and expectations of the team.
2. Research and authenticate facts, dates, and statistics to increase reader engagement and retention.
3. Assist in implementing strategies for content production that exceed target audience expectations.
4. Coordinate with marketing and design teams to illustrate articles & other contents.
5. Co-operate and liaise with team members to manage the editorial calendar ensuring deadlines are met.
6. Assist the team in formulating content for blogs, newsletters, press statements, circulars, marketing materials, data visualization, infographics, and video to ensure optimal delivery of content to the target audience across multiple channels.
7. Proofread, the written work for accuracy, sense, content, and readability and ensure to maintain brand consistency.
8. Submit work to editors for input and approval.
9. Choose supporting materials, including graphs, images, and charts to complement the written piece.



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10. Monitor and analyze the performance of key performance indicators (KPIs) to offer suggestions for improvement.
11. Follow current events to suggest new, compelling, informative, and engaging content.
12. Utilize best practices, techniques, and standards throughout the entire content creation process by adhering to MMPRC's brand identity and guidelines.
13. Participate in different activities conducted by the Corporation.

3. Deadline for Application Submission:

Interested candidates, please email your application to jobs@visitmaldives.com on or before **12th March 2024 (Tuesday), 1200hrs.**

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. Valid 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

7th March 2024

