



Maldives Marketing & PR Corporation
Male' / Maldives

Announcement Number: (IUL)MMPRC-HR/1/2024/25

JOB OPPORTUNITY

Note: Due to the limited applications received for Announcement no. (IUL)MMPRC-HR/1/2024/22, (22 February 2024) we would like to open the vacancy as below. Applicants who submitted the documents for the said announcement shall not have to resubmit them again.

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.



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- 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.
- 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 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. 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.
- g.

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

