



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

Maldives Marketing & PR Corporation
Male' / Maldives

Announcement Number: (IUL)MMPRC-HR/1/2024/53

JOB OPPORTUNITY

Basic Salary (per month): MVR 13,680.00

Service Allowance (per month): MVR 4,788.00

Living allowance (per month): MVR 4,104.00

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: Manager, Social Media

Vacancies: 1

**Department / Section: Social Media & Content /
Social Media**

1. Minimum Qualifications:

Including proving the ability to perform the assigned tasks:

- Master's degree, Advanced professional diploma, advanced professional certificate (National Qualification Level 9) (OR),
- Bachelors' honors degree, bachelor's degree, professional diploma, professional certificate (National Qualification Level 8 or 7) with a minimum of 1 year work experience (OR),
- Diploma (National Qualification level 5) with a minimum of 05 (Five) years' experience (OR),
- GCE O level with 10 years and above experience in a relevant field.

2. Key roles and responsibilities:

- Prepare the Social Media Marketing plan & Budget for the year.
- Develop, implement, and manage the social media strategy of Maldives in consultation with HOD.



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Republic of Maldives



@visitmaldives





- c. Develop creative social media marketing campaigns for Maldives tourism to be run on visit Maldives social media handles (Facebook, Twitter, Instagram, YouTube, TikTok, LinkedIn, Google Ads and Pinterest).
- d. Create targets to increase the follower base of the visit Maldives social media handles. Execute Campaigns that help to increase followers and engagement with the Maldives social media platforms.
- e. Manage and oversee social media content.
- f. Lead social media team to screen online news and social media mention of Maldives to include in the ongoing social media campaign. This will include attempts to capitalize on current online trends as well as mitigate negative mention of Maldives.
- g. Conduct research to measure the success of social media campaigns and identify opportunities.
- h. Stay up to date with the latest social media best practices and technologies and ensure its application to visit Maldives handles.
- i. Collaborate with marketing teams to create targeted campaigns for individual markets in line with the action plans of the respective target markets.
- j. Monitor user engagement and suggest content optimization. Recommend best methods to do so.
- k. Collaborate with industry partners to create joint campaigns.
- l. Generate, edit, publish, and share daily content that adheres to the Maldives brand as a tourism destination.
- m. Continuously improve by capturing and analyzing the trends, insights, and best practices.
- n. Manage timely responses and interactions on social media and websites.
- o. Daily reporting to Head of Marketing on the ongoing activities.
- p. Regular updates and sharing of metric analysis reports with the Managing Director and Head of Marketing.
- q. Provide timely feedback on the work progress of the team & guide the team to carry forward.
- r. 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 29th July 2024 (Monday), 1500hrs.

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).



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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/>. A copy of the application form is attached as annex 1.
- f. For any inquiries please contact: 3323228, 3035512, 3035513 or 3035514
- g. Scope of this position is attached as annex 2.

6. Address line:

Ibrahim Shiuree,
CEO & Managing Director,
Maldives Marketing and Public Relations Corporation

22nd July 2024



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