



Maldives Marketing & PR Corporation
Male' / Maldives

Announcement Number: (IUL)MMPRC-HR/1/2024/54

JOB OPPORTUNITY

Note: Due to the limited applications received for Announcement no. (IUL)MMPRC-HR/1/2024/51, (11 July 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

Vacancies: 1

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

1. Minimum Qualifications:

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

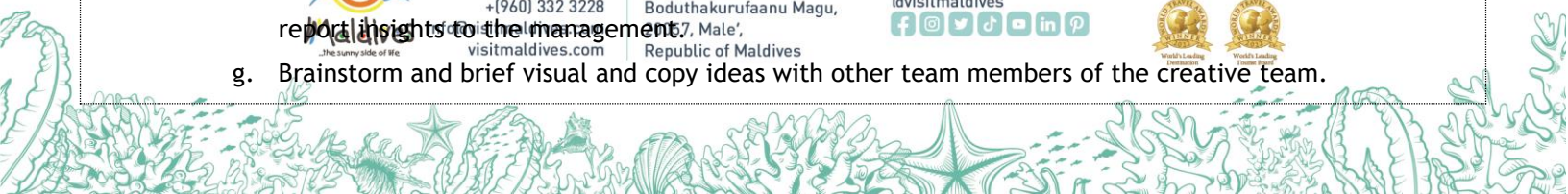
2. Key roles and responsibilities:

- a. Planning, building, and implementing visit Maldives advertising campaigns across multiple channels and platforms including Google, LinkedIn and Twitter.
- b. Execute corporate digital marketing strategies across multiples channels and platforms to achieve overall marketing goals in an integrated marketing communication approach.
- c. Plan content calendars and manage the day-to-day messaging, monitoring, and moderation of all social media channels e.g. posts, videos, competitions, mini and major campaigns etc.
- d. Research and provide inputs to level up advertising creatives across all the social media platforms.
- e. Supporting the development and delivery of Social Media 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.
- g. Brainstorm and brief visual and copy ideas with other team members of the creative team.



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Maldives Marketing & Public Relations Corporation
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- 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. Constantly on the lookout for new developments and figuring out how to bring them into the company's marketing ecosystem.
- l. Following growth methodology, prioritize the most impactful ideas from your research, execute fast and present insights to the team.
- m. Execute platform marketing campaigns using solutions to boost campaign performance.
- n. Execute customer acquisition strategies through demand generation and remarketing campaigns utilizing search, paid social, video, and mobile advertising.
- o. Carry out all other tasks of the section assigned by the supervisor.
- p. 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 **25th July 2024 (Thursday), 1515hrs.**

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:

Ibrahim Shiuree,
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Maldives Marketing and Public Relations Corporation



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22 July 2024