



Maldives Marketing & PR Corporation
Male' / Maldives

Announcement Number: (IUL)MMPRC-HR/1/2025/5

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

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 allowances will be paid accordingly.

Position: Marketing Executive

Vacancies: 1

Department / Section: Destination Marketing

1. Minimum Qualifications:

Including proving the ability to perform the assigned tasks:

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

2. Key roles and responsibilities:

- a. Assist in marketing and promotional activities (Fairs, Roadshows, FAM trips, and other activities), including overseeing logistics, managing registrations, coordinating with stakeholders, creating itineraries, establishing contacts, evaluating performance, compiling reports, and making suggestions
- b. Proactively contributes to preparing global & local campaign proposals by evaluating concepts, determining objectives, outcomes, deliverables, staffing, and budget, negotiating contracts, obtaining approvals, evaluating performance, and compiling reports with suggestions for improvement.
- c. Research for strategic opportunities by identifying and evaluating changing trends in the assigned markets and contribute to activity planning to maximize the exposure for the Maldives.
- d. Conduct marketing activities in the assigned markets as assigned by Supervisor and in collaboration with the PR agency
- e. Monitor and ensure PR agencies honor and comply with the terms of the contracts, review their reports to identify changing trends and requirements and closely monitor PRs strategies in combating changing trends, and offer suggestions for improvements.
- f. Monitor and prepare reports on the published articles of Maldives & media reports, in the assigned market.
- g. Compile a list of tour operators and Media in the assigned market, ensuring the directory is current and accurate.
- h. Keep an updated list of the advertisements published in the journals in the assigned markets.
- i. Record assigned market information in Activity Calendar to track and report analytics.



- j. Assist in content creation of the activities in the assigned markets.
- k. Propose ideas to increase positive publicity about Maldives on international platforms.
- l. Create content for the promotional materials to be used to promote Maldives as a destination.
- m. Promote the Maldives in the assigned market with the help of a PR agency and the supervisor's opinion.
- n. Proactively contribute to team efforts by accomplishing targets and expediting work results
- o. 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 **19th January 2025 (Sunday), 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,
CEO & Managing Director,
Maldives Marketing and Public Relations Corporation

12th January 2025

