

## TERMS OF REFERENCE

**Post:** Senior Officer, Public Relations

**Reporting relationship:** Manager, Business Development and Corporate Affairs

**Gross Salary:** MVR 17100/-

### **KEY RESPONSIBILITIES:**

- Writing and proofreading creative content and preparing press releases across all platforms to ensure that messages are supportive and consistent with marketing strategies.
- Assist in development of PR campaigns and media relation strategies.
- Developing and conducting surveys to identify media trends and responses.
- Conducting research to support Public Relations planning.
- Distributing information about the projects / works carried out by the organization and current PR campaign's progress to stakeholders internally and externally.
- Responding to media enquiries, setting up interviews, managing media logistics.
- Monitoring overall performance on all Marketing aspects of FDC and tracking of all media coverage regarding FDC.
- Creating contents for newsletters, articles, and advertorials.
- Managing campaigns across all platforms.
- Creating content for social media and other communication platforms.
- Carry out corporate branding works as per the PR strategies developed.
- Planning and organizing corporate events and/public events in relation with relevant departments.
- Undertake general administrative duties and prepare reports and official documents required for management on monthly or weekly basis.

### **REQUIREMENTS**

- Degree or MNQF Level 7 Qualification in Public Relation, Marketing, or relevant field with minimum 2 years of relevant experience. (OR)
- Diploma or MNQF Level 5 Qualification in Public Relation, Marketing, or relevant field with 5 years of relevant experience in related area.

### **Skills and Competencies**

- Experience in public relations, media and communications will be an added advantage.
- Excellent interpersonal personality
- Good understanding of social media platforms & trends.
- Excellent verbal & written communication skills in Dhivehi and English.
- Excellent proficiency in Microsoft Office Package (Office 365).
- Familiar with design suits such as Adobe collection and other design software and platforms
- Ability to work flexible hours.

- Ability to work as an individual and as a flexible team player
- Good understanding of office management and marketing principles
- Good knowledge of market research techniques and databases
- Highly organized and should be able to multitask and delivery of work on a timely manner.
- Must be able to work independently, be reliable and organized with ability to prioritize, manage time efficiently and meet deadlines.