

## **TERMS OF REFERENCE**

### **Public Relations Officer for IMSMED Project**

#### **Background**

Under the Enterprise Development Section, Ministry of Economic Development and in accordance with the SME Legislation, a core mandate of the MED would be in the development of the Small Medium Enterprise in the Republic of Maldives.

The Business Development Services Centre (BDSC) is defined as a business development centre that provides a wide-range of business development services (BDS), common use facilities, and financial support services to assist and promote Micro, Small and Medium-sized Enterprise (MSME) growth in the Maldives. Establishment of the BDSC is an initiative of the Maldives Ministry of Economic Development and aligned to the government strategy to support private sector development, specifically the promotion of the MSME sector, as an important component of government decentralization policy and supporting economic development opportunities and income growth outside of Male.

In May 2015, with the formal launching of Enterprise Development Initiative by MED, we have successfully rebranded BDSC as Business Center and 6 centres have been established in six different locations, covering all the islands of Maldives.

The said consultant will be hired for a period of 10 months for developing graphical materials for the Marketing & Promotion of the Business Centers, and its services, to encourage eligible beneficiaries to seek the services provided from the centres established in 6 different islands and also in outreach activities and plan, develop and implement PR campaigns and activities of enterprise development programme. The Consultant will be expected to work closely with the Marketing and Communication specialist under the overall guidance of the Enterprise Development Team. The consultant will contribute to the development and improvement of the design, branding and lay-out of outputs produced under Enterprise Development initiative of Ministry of Economic Development. The Consultant will ensure that the products and reports are following the standard graphic guidelines set, provide the best possible functionality and usability to Business Center clients and stakeholders and contributes to the overall branding process.

The responsibility of the Public Relations Officer is to ensure the planning, developing and implementation of public relations strategies and implementation of and maintenance of existing graphic guidelines; lay-out of reports and publications in Dhivehi and English; development of new graphic solutions; and design of innovative interactive products.

#### **Scope of Work**

The Public Relations Officer is expected to fulfil the following:

1. Conceptualise an overall design concept (“look and feel”) for the newly rebranded Business Centers, following to theme already developed under the rebranding process (Corporate Identity System) and design other materials based on this overall concept.
2. Developing the graphic guidelines for Enterprise Development Programme and Business Centers. The consultant should also safeguard and ensure that all publications, reports and products are produced in line with the graphic guidelines and implement these guidelines.
3. Support and lead the design process of reports and presentations for printing, electronic distribution and live delivery. Lay-out weekly, monthly and other recurrent reports in close cooperation with the team.
4. Design templates for new publications and products in line with graphic guidelines and in close cooperation with the team, Develop and Maintain templates (Word, PowerPoint etc) and give technical support for the use of them. Also support in improving and edit art-works, photos, charts and other graphic elements.
5. For social Media, deliver creative graphic and technical solutions for use of new media and develop web interface designs for Business Center and Enterprise Development Maldives website, operational databases and other interactive products in close collaboration with the IT specialist.
6. Design/creative marketing materials for Enterprise Development in close consultation with the ED team. The designs need to be in-line with the standards of Services provided by ED and the materials should be customized to be utilized through the social media platforms and website.
7. Develop information graphics (info graphics) to creatively visualise the project results, outputs, outcomes and success stories to be used in various products to be designed under Enterprise Development Initiative
8. Support in developing the website interface (UI) for the ED Website and other similar products developed under ED.
9. Providing technical advice and inputs (best approaches in implementing the designs and data visualisation) during the development of video materials for promotional videos and also related to overall SME promotional materials under the Ministry of Economic Development.
10. Design and Development of 6 individual billboards, poster templates for BC brand (English and Dhivehi), folder, Lanyard, Stamp, BC Stickers, business cards and other related materials.
11. Deliver creative and innovative ideas for print, web and interactive presentations.

12. Ensure the design and implementation of an effective and PR campaign on enterprise development activities carried out by Ministry of Economic Development
13. Liaising and responding to enquiries of MED from media, organising press conferences, events and preparing press releases to targeted media.
14. Managing and updating information and engaging with users on social media platforms of Ministry of Economic Development
15. Collate and monitor local press coverage and effectiveness of publicity activities. Provide feedback to inform ongoing PR activities and future programs
16. Any other duties as may be requested by the ministry

## **Qualifications**

## **Education and Experience**

1. Bachelor degree in one of the following fields: Graphic Design or Media & communication or Fine Arts or any other related field
2. Minimum of 2 years of experience in working with marketing, public relations, communication media and specific experience in graphic design

## **Skills and Knowledge**

1. Strong practical background in graphic design, including the knowledge of design software such as Coral and Adobe Design Premium-package and web design tool such as Dreamweaver and Flash. Basic understanding of web development (HTML, Java script etc) technologies and GIS is required.
2. Proven experience of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and color management;
3. Good understanding of new and evolving technologies and digital platforms;
4. Knowledge of standard software packages (MS Office- MS Access-MS Visio -Adobe Acrobat);
5. Fluency in written and spoken English and Dhivehi

## **Remuneration Package**

The total remuneration package will be **MVR 20,000**

For further information please email: [lanya.ibrahim@trade.gov.mv](mailto:lanya.ibrahim@trade.gov.mv)