

Terms of Reference: Editorial Specialist

Position Title:	Editorial Specialist
Type of Appointment:	Full-Time Contract
Duration:	2 years, renewable based on performance

1.0 Background

The Ministry of Economic Development and Trade (MoEDT) serves as the central government body responsible for formulating and implementing economic policies, promoting trade and investment, and fostering sustainable economic growth in the Maldives. The Ministry plays a crucial role in positioning the Maldives as an attractive investment destination and supporting various economic initiatives.

To effectively communicate the Ministry's objectives, initiatives, and achievements to both domestic and international audiences, MoEDT requires professional editorial and content creation services. The Ministry's Public Relations (PR) Department is responsible for managing external communications, media relations, and promotional activities that enhance the Ministry's public image and support its strategic objectives.

The Ministry is seeking to engage a qualified Editorial Specialist to provide comprehensive writing, editing, and content development services. Must be proficient in both **DHIVEHI & ENGLISH** writing. This specialist will work closely with the PR Department and other Ministry divisions to develop high-quality written materials that effectively communicate the Ministry's message across various platforms and media channels.

2.0 Objective

The purpose of this Terms of Reference (TOR) is to engage a qualified Editorial Specialist who will provide professional editorial and content creation services to support the Ministry's public relations and communication activities. The specialist will be responsible for creating compelling written content that:

- 2.1** Enhances the Ministry's brand voice and messaging consistency
- 2.2** Effectively communicates policy initiatives and economic developments through various written formats
- 2.3** Supports promotional campaigns and public awareness programs through strategic content creation
- 2.4** Produces high-quality editorial content for various communication channels and media platforms

3.0 Scope of Services

Under the direct supervision of the Ministry, the Editorial Specialist will perform the following tasks:

3.1 Content Writing and Development

- Create engaging articles, press releases, and news stories for Ministry initiatives and achievements

- Develop content for the Ministry's website, blogs, and digital platforms
- Write feature stories highlighting economic developments and success stories
- Produce newsletters, bulletins, and periodic publications
- Create compelling copy for promotional campaigns and public awareness programs
- Develop talking points and briefing notes for Ministry officials

3.2 Editorial Services

- Edit and proofread all Ministry publications, reports, and official documents
- Ensure consistency in tone, style, and messaging across all written materials
- Review and enhance existing content for clarity, accuracy, and impact
- Maintain editorial calendars and content schedules
- Fact-check and verify information in all published materials
- Ensure compliance with government communication standards and protocols

3.3 Marketing and Promotional Material Creation

- Write compelling copy for brochures, flyers, banners, and promotional materials
- Develop content for booklets and informational publications
- Create engaging social media content and captions across various platforms
- Write product descriptions and service explanations for Ministry offerings
- Develop case studies and success stories for promotional use
- Create compelling headlines and taglines for marketing campaigns

3.4 Script Writing and Media Content

- Write scripts for promotional videos, documentaries, and multimedia presentations
- Develop radio scripts and audio content for broadcast purposes
- Create content for podcasts and audio publications
- Write interview questions and talking points for media appearances
- Develop storylines and narratives for video productions
- Create voice-over scripts and narration content

3.5 Official Documentation and Publications

- Write and edit annual reports, policy documents, and official publications
- Develop executive summaries and briefing documents
- Create content for presentation materials and official speeches
- Write meeting minutes, project reports, and progress updates
- Develop content for international submissions and grant applications
- Create standardized templates for recurring publications

3.6 Creative Consultation and Strategy

- Provide creative input on content strategy and editorial direction
- Collaborate with the Visual Artist to ensure content-visual alignment
- Advise on storytelling techniques and narrative development
- Recommend innovative approaches to content creation and distribution
- Contribute to campaign conceptualization and messaging strategy
- Provide feedback on visual content from an editorial perspective

4.0 Reporting Arrangements

4.1 Working hours - 0800-1600 hrs, weekdays

4.2 The selected applicant may be required to work outside of the above working hours occasionally during the term of the consultancy.

4.3 The Editorial Specialist will report directly to the designated officials within the Ministry. The specialist shall:

4.3.1 Attend daily/weekly coordination meetings with PR Department staff

4.3.2 Provide regular updates on ongoing writing projects and editorial assignments

4.3.3 Submit monthly progress reports detailing completed work and upcoming deliverables

4.3.4 Be available for urgent writing assignments and last-minute editorial requests as required by Ministry operations

4.3.5 Maintain editorial calendars and content production schedules

5.0 Intellectual Property and Confidentiality

5.1 All intellectual property and written content created under this consultancy belongs to the Ministry of Economic Development and Trade

5.2 The specialist must maintain strict confidentiality regarding Ministry operations and sensitive information

5.3 No content created for the Ministry shall be used for personal or third-party purposes without written permission

5.4 The specialist shall not engage in any activities that may create conflict of interest with Ministry objectives

5.5 All research, notes, and draft materials remain property of the Ministry

6.0 Qualifications and Requirements

The Editorial Specialist must meet the following criteria:

6.1 Educational Background

- Bachelor's degree in Journalism, Communications, English Literature, Mass Communications, Public Relations, or related field
- Master's degree in relevant field is advantageous
- Professional certifications in content marketing, digital communications, or editorial management are beneficial

6.2 Professional Experience

- Minimum 5 years of professional experience in editorial work, content creation, or journalism

- Proven track record of working with government agencies, NGOs, or corporate clients
- Portfolio demonstrating expertise in various writing formats and editorial projects
- Experience in content strategy development and editorial management
- Background in public relations or communications preferred

6.3 Technical Skills

- Excellent command of English language with superior writing and editing abilities
- Proficiency in Dhivehi language for local content creation (preferred)
- Knowledge of content management systems and digital publishing platforms
- Understanding of SEO principles and digital content optimization
- Familiarity with social media platforms and their content requirements
- Basic understanding of design principles to collaborate effectively with visual team

6.4 Soft Skills

- Exceptional creative writing and storytelling abilities
- Strong research and analytical skills
- Excellent project management and time management capabilities
- Ability to work under pressure and meet tight deadlines consistently
- Outstanding communication and interpersonal skills
- Flexibility to adapt writing style to different audiences and purposes
- Attention to detail and commitment to accuracy
- Collaborative mindset for cross-functional teamwork
- BONUS; Design skills to create graphics for social media

7.0 Contract Terms

- **Remuneration:** MVR 30,000 (all inclusive)
- **Contract Duration:** 2 years
- **Probation Period:** 3 months

8.0 Application Requirements

Interested candidates must submit:

- ID card copy
- Educational certificates and professional certifications
- Detailed CV/resume highlighting editorial and writing experience
- Comprehensive portfolio of previous work including various writing samples (articles, scripts, promotional materials, official documents)
- Reference letters from previous clients or employers (minimum 3)
- Writing samples specifically demonstrating:
 - News article or press release
 - Marketing copy or promotional material
 - Script (video or radio)
 - Official document or report excerpt
 - Creative content sample

24 June 2025

