

Terms of Reference

Job Title: Head of Marketing

Reports To: Chief Executive Officer

I. Purpose

The Head of Marketing and Public Relations will be responsible for developing and implementing marketing strategies, public relations campaigns, and other communications initiatives that will position, strengthen, and solidify the position of Invest Maldives as the leading Government agency responsible for facilitation, promotion, and registration of investments.

II. Key Responsibilities

- 1) Develop and implement a marketing and public relations strategy that effectively promotes the mandate of Invest Maldives, its services, and investment opportunities and corridors available.
- 2) Work closely with senior management of both the Ministry and the team at Invest Maldives to lead and execute targeted marketing campaigns and public relations initiatives of the agency.
- 3) Build relationships with key stakeholders, strategic partners, and media outlets to enhance awareness of the agency's services and mandate.
- 4) Engage with key line Ministries and other government stakeholders to compile project profiles on key government projects focused for private investment.
- 5) Deliver presentations and briefing sessions at investment forums and other business-related gatherings organized by the agency and the Ministry.
- 6) Oversee the development and execution of events focusing on investment promotion.
- 7) Oversee the development, continuous enhancement, and management of the agency's website for effective execution of the agency's services and mandate.
- 8) Oversee the development of marketing content, including copywriting and digital marketing assets.
- 9) Monitor and assess Government priorities, developmental plans, and competitive market conditions to identify trends and recommend changes to direct marketing strategies and plans.
- 10) Oversee the development and management of budgets, monitor spending, analyze and report on performance and effectiveness of marketing and public relations activities.
- 11) Manage marketing and PR team and take the lead role in development and execution of public relations initiatives.
- 12) Advise the Chief Executive Officer based on sound analysis of market and performance data to constantly improve marketing and communication strategies and tactics.

III. Qualifications, Experience and Skills

- 1) A Master's degree in Marketing, Public Relations, Business Development or Communication with a combination of experience in marketing, media relations, business development or public relations.
- 2) A minimum of five years of relevant professional experience.
- 3) Excellent analytical and strategic thinking skills with demonstrated experience of writing, developing, and executing marketing and communications strategies
- 4) Demonstrated experience working with media outlets, influencers, and other key stakeholders and building positive relationships.
- 5) Experience in leading and managing marketing and public relations teams.
- 6) Excellent interpersonal, communication, presentation and writing skills.
- 7) Confident and proactive nature.
- 8) Ability to work effectively in a fast-paced environment with tight deadlines.
- 9) Fluency in English and Dhivehi.

IV. Working Hours

0800-1600hrs, weekdays

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

V. Remuneration

Total remuneration package MVR 38,000.00 per month.

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