

JOB VACANCY

HDC(161)-HR/IU/2020/180
16th September 2020

**Assistant Public Relations Officer
Business Development, Marketing & Sales****MINIMUM QUALIFICATION & REQUIREMENT**

1. A⁺Level 3 Passes. (OR)
2. O⁺Level 5 Passes (Including English & Dhivehi) with minimum 2 years' experience in relevant field.

OVERALL SCOPE

Responsible for creating and delivering corporate messages through marketing communications and PR channels.

SCOPE OF WORK

- Assist in preparing press releases and create content for the website and social media to ensure that messages are supportive and consistent with marketing strategies.
- Assist in identifying and developing internal and external strategies for communications, advocacy & outreach, focusing on achievements.
- Assist in developing and conducting surveys to identify media trends and responses.
- Assist in conducting research to support PR planning.
- Assist in develop and maintain a network of contacts within the local and international media and coordinate with departments for op-ed, press release, interviews and TV and radio appearance.
- Assist in responding to media enquiries, setting up interviews, managing media logistics.
- Assist in monitoring and tracking of all media coverage regarding HDC.
- Assist in content creation for newsletters, articles and advertorials.
- Assist in planning and organizing corporate events and/public events in relation with relevant departments.
- Undertake general administrative duties.

JOB SKILLS AND SPECIFICATIONS

- Experience in public relations, media and communications will be an added advantage.
- Good understanding of social media platforms & trends.
- Excellent verbal & written communication skills in Dhivehi and English.
- Excellent proficiency in Microsoft Office Package.
- Ability to work under immense pressure.
- Ability to work flexible hours.
- Ability to deliver effective results, meet tight deadlines and targets.
- Ability to work as an individual and as a flexible team player.

SALARY PACKAGE:

Gross Salary between 10,800.00 to 12,900.00 based on qualification and experience.

Application Process:

Send the Job application along with your CV, copies of accredited certificates, Job reference letters, Police Report and ID card or Driver's License copy via the link (<https://rb.gy/o63zac>). For any additional queries please contact to 3355305.

Application Deadline:

Date: 22nd September 2020 (Tuesday)

Time: 14:00hrs