

Terms of Reference

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| Post: | Public Relations and Social Media Associate |
| Post Type: | Permanent (Initial contract shall be 1 (one) year). The contract will be made permanent on successful completion of one year based on performance. |
| Post Rank / Level: | MM1, Level 1 |
| Department: | Public Relations |
| Division: | Corporate Affairs and Public Relations |

Reporting Relationships

The Public Relations and Social Media Associate will report to the Manager, Public Relations.

Overall Responsibilities

The Public Relations and Social Media Associate is expected to produce content for marketing materials, website and social media platforms. Additionally, he or she is expected to help expand the digital footprint of Pension Office by producing multimedia content and publishing them online and social media platforms.

Specific Duties

Material Development

- Developing content for public relations and marketing communications materials.
- Developing content for the website, and social media platforms.
- Developing write-ups for communication and promotional materials to be used in awareness-raising campaigns, including briefing materials, presentations, flyers, brochures, posters, leaflets, and broadcasting materials, etc.
- Actively preparing material for updating the office website and social media platforms.
- Proofreading content developed by other PR team members.
- Consistently brainstorming and collaborating with the PR team for new ideas and strategies to market pension schemes and services provided by Pension Office.
- Collaborating with internal and external parties involved in conducting public relations and marketing campaigns.

- Conducting seminars, workshops, information sessions for media and various stakeholders of Pension Office
- Organising Public Relations and Media Events
- Preparing news briefs and articles for the website and other media

Website and Social Media

- Preparing creative social media posts for Pension Office.
- Managing social media channels of Pension Office.
- Monitoring social media sites, alerts, blogs on related topics, researching and coordinating the appropriate response in a timely and effective manner.
- Working across all departments to ensure that the strategic direction and message of our members is executed consistently and properly in the social media sphere.
- Conducting research and analysis of new social media trends, sites, tools and news: reporting to the rest of the team on significant developments and making recommendations for how best to support our members and clients.
- Maintaining Pension Office website
- Counter the misconceptions about Pension Office online and on social media with consultation of the PR team.

Reporting

- Providing monthly updates to the team on the success of (and challenges facing) all of our social media efforts and suggest changes if required.
- Monitoring, documenting and maintaining reports on mass print and social media reports on Pension Office.
- Preparing report on Pension Office's mobile application, website and social media usage on a monthly basis

Qualification and Experience

Diploma/ Advanced Diploma/ in Public Relations or Mass communication or related area (accredited by MQA Level 6) or Equivalent professional certification (accredited by MQA Level 6) with 1 year of relevant experience

OR

Bachelors Degree in Public Relations or Mass Communication or related area (accredited by MQA Level 7) or Equivalent professional certification (accredited by MQA Level 7)

Skills and Competencies

- Knowledge of communication/marketing policies and directives relating to public sector programs
- Knowledge of laws and regulations that are pertinent to the dissemination of information in the Maldives.
- Exceptional writing and research skills
- Advanced to expert knowledge of the Adobe Creative Suite (InDesign, Illustrator and Photoshop).
- Must be familiar with digital marketing channels and social media platforms. Knowledge of public information, media and community outreach.
- Ability to manage and prioritize multiple tasks/initiatives.
- Organizational, contract management and administrative skills and experience is essential.
- Excellent and effective communication (verbal and written) skills,
- Excellent interpersonal and team-building skills
- Excellent graphics designing skills.
- Must possess strong photography and videography skills.
- Sound judgment in making decisions and in resolving issues /problems.
- Assists team members when needed to accomplish team goals.
- Ability to multitask, prioritize, manage time efficiently, and consistently meet deadlines.