

Terms of Reference

Post: Digital Marketing Associate
Post Type: Full-time, Contract Based
Post Rank / Level: MM1, Level 1

Department: Public Relations
Division: Corporate Affairs and Public Relations

Reporting Relationships

The Digital Marketing Associate shall report to Manager, Public Relations.

Overall Responsibilities

The Digital Marketing Associate shall be responsible for assisting the Public Relations team in enhancing the design elements of internal and external communications of Pension Office in print and digital media.

Specific Duties

Photography & Graphics

- Developing layout, artworks and design of materials including presentations, flyers, brochures, posters, leaflets, banners, and broadcasting materials, etc. using illustrative, typography, photography and graphic elements.
- Translating concepts, messages and stories into engaging and memorable design solutions.
- Using data visualization methods to convey complex information to external and internal audiences.
- Creating and editing videos for marketing campaigns.
- Creating newsbits to be uploaded to website and Social Media.
- Custom photo editing (restoration, noise reduction, tonal adjustment).
- Providing assistance in internal and external studio and location photography and videography.
- Maintaining a proper and updated photo and video albums of all official events (internal and external), staff and Board Members.
- Keeping abreast of emerging design trends and practices.

Website and Social Media

- Preparing creative social media posts for Pension Office.
- Regularly updating the various social media handles 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 client.
- Maintaining an up to date website of Pension Office both in Dhivehi and English.
- Building a strong fan / followers base for Pension Office on social media platforms.
- Counter the misconceptions about Pension Office online and on social media with consultation of the PR team.

Reporting

- Collaborating with internal and external parties involved in conducting public relations and marketing campaigns.
- 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

Competencies

- Excellent graphics designing skills.
 - Advanced to expert knowledge of the Adobe Creative Suite (InDesign, Illustrator and Photoshop).
 - Knowledge of digital marketing practices and tactics.
 - Must possess strong typography skills & knowledge.
 - Must possess strong photography and videography skills.
 - Must be familiar with current social media trends and be able to deliver fresh graphics that are consistent with those trends.
 - Assists team members when needed to accomplish team goals.
 - Ability to multitask, prioritize, manage time efficiently, and consistently meet deadlines.
 - Self-motivated and self-directed.
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