

Terms of Reference

Post: Public Relations and Social Media 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 Public Relations and Social Media Associate will report to 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 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.
- 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

- 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 verbal and written communication skills.
 - Excellent command of English and Dhivehi language, with impeccable spelling and grammar.
 - Creative and innovative thinker and writer.
 - Confident in producing work across multiple platforms.
 - Knowledge of digital marketing practices and tactics.
 - 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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