

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Pension Office

## **TERMS OF REFERENCE**

<b>Post:</b>	Manager, Public Relations
<b>Type:</b>	Permanent (Initial contract shall be for a period of 1 (one) year. The contract shall be extended or made permanent based on performance, upon successful completion of one year.)
<b>Department:</b>	Public Relations Department
<b>Division:</b>	Stakeholder Relations Division

### **Reporting Relationships:**

The Manager, Public Relations (MPR) shall report to the Director, Stakeholder Relations.

### **Overall Responsibilities:**

The MPR shall be responsible for public education efforts and the long term public relations needs of the Pension Office. The MPR shall also be responsible to design and implement effective public awareness programmes and campaigns to educate stakeholders and the public on pension schemes.

The MPR is expected to work closely with other departments of the Stakeholder Relations Division.

### **Scope of Work:**

- Developing and implementing communication policies, procedures, standards and guidelines.
- Developing, coordinating and delivering communication materials for pension awareness campaigns, including briefing materials, presentations, brochures, posters, and broadcasting materials as required.



Maldives Pension Administration Office, 8<sup>th</sup> Floor, Allied Building, Chaandhane Magu, Male', Maldives

[www.pension.gov.mv](http://www.pension.gov.mv) [/pensionoffice](https://www.facebook.com/pensionoffice) 1441 +960 3309908 [info@pension.gov.mv](mailto:info@pension.gov.mv)

- Writing content and assisting in the expansion of the Pension Office website, social media and other electronic information materials.
- Identifying and evaluating public information, awareness and outreach requirements.
- Monitoring and evaluating the effectiveness of communication programmes and services.
- Drafting and developing statements, articles, communiques, press releases, opinion editorials, speeches, etc. as required.
- Organising and conducting press conferences, editors briefings, interviews and other media related activities and events.
- Establishing and managing service delivery contracts to conduct baseline surveys and focus groups as well as to develop communication products.
- Initiating and maintaining contacts with industry representatives, special interest groups, media, government organisations and the public, and developing critical knowledge of issues and the related public environment.
- Acting as the focal point for media enquiries.
- Monitoring and analysing local news on a daily basis and assess based on circulation and type of coverage.
- Perform any other relevant tasks assigned by the Director, Stakeholder Relations or the Pension Office management.

### **Desired Skills and Competencies:**

- Excellent working knowledge of public relations concepts and best practices.
- Excellent knowledge of the political, economic and social environment in the Maldives.
- Excellent and effective communication (verbal and written) skills, in Dhivehi and English languages.
- Excellent public speaking and presentation skills.
- Excellent copywriting and editing skills.
- Excellent organisational skills and attention to detail.
- Time management skills with the ability to meet tight deadlines.
- Willingness to stay up-to-date with the latest industry trends and methods.
- Ability to multitask, with proven ability to work flexibly and independently.



### **Qualification and Experience:**

- A Master's degree (MNQF level 9) in any discipline.
- A minimum of 2 years of professional work experience at managerial level in the field of public relations, communications, outreach or advocacy after completion of Master's degree.

OR

- A Bachelor's degree (MNQF level 7) in any discipline.
- A minimum of 4 years of professional work experience at managerial level in the field of public relations, communications, outreach or advocacy after completion of Bachelor's degree.

### **Note:**

Preference shall be given to candidates with:

- Educational qualifications in the field of public relations, mass communication or journalism.
- A wide range of communications experience, including media relations and handling stakeholder enquiries.



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