

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ



Pension Office

TERMS OF REFERENCE

Post:	Assistant Manager, Public Relations
Type:	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.)
Department:	Public Relations Department
Division:	Stakeholder Relations Division

Reporting Relationships

The Assistant Manager, Public Relations will report to the Head of Public Relations.

Overall Responsibilities

The Assistant Manager, Public Relations (AMPR) will be responsible to assist the Head of Public Relations in designing and implementing effective public awareness programmes and campaigns to educate stakeholders and the public about the pension system.

The AMPR is also expected to assist and work closely with other departments of the Stakeholder Relations Division.

Scope of Work

- Assist in planning, organising, coordinating and conducting public information sessions, awareness and outreach programmes, press conferences, exhibitions, road shows and other PR events.
- Provide support in designing, developing and delivering communication and promotional materials for pension awareness-raising campaigns.



- Editing and proofreading social media content, videos, press releases, emails, and other communications that will be sent to the public.
- Maintain and update the contents of the Pension Office website in a timely manner.
- Managing PR calendars and media lists.
- Documenting media coverage and tracking PR metrics.
- Developing and maintaining positive relationships with clients, stakeholders, media, and vendors.
- Attend to stakeholder inquiries as per established processes and procedures.
- Perform any other relevant tasks assigned by the Head of Public Relations or Director Stakeholder Relations

Competencies

- Excellent and effective communication (verbal and written) skills.
- Good working knowledge of PR concepts and best practices.
- Excellent copywriting and editing skills.
- Experience with social media platforms.
- Strong communication, teamwork, and presentation skills.
- Good organizational and time-management skills.
- Willingness to stay up-to-date with the latest industry trends and methods.

Qualification / Experience

- A Bachelor's Degree in public relations, mass communication or a related field.
- A minimum of 2 years of professional work experience in public relations, communications, outreach or advocacy after completion of undergraduate degree or equivalent qualification.
- Preference will be given to candidates with a wide range of communications experience, including media relations and handling stakeholder enquiries.
- Fluency in Dhivehi and English is essential.

