



## **Terms of Reference**

**Post:** Public Relations Associate

**Post Type:** Permanent

(Initial contract shall be for a period of one year. The contract shall be extended or made permanent based on performance, upon successful completion of one year.)

**Department:** Public Relations

### **Reporting Relationships**

The Public Relations Associate will report to the Head of Public Relations.

### **Overall Responsibilities**

The Public Relations 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 materials 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
- Preparing news briefs and articles for the website and other media

### ***Website and Social Media***

- Preparing content for social media.
- 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.
- 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.

### ***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**

- A Bachelor's degree (MNQF level 7) or an equivalent professional qualification in the field of marketing, public relations, mass communication or related area.

OR

- A Diploma (MNQF level 5) or Advanced Diploma (MNQF level 6) or an equivalent professional qualification in the field of marketing, public relations, mass communication or related area, with 1 year of relevant work experience.



## 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
- 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
- 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.

