



## **Terms of Reference**

<b>Post:</b>	Public Relations Associate
<b>Post Type:</b>	Permanent
<b>Contract Duration:</b>	Initial contract shall be for a period of one year. The contract may be extended or made permanent based on performance, upon successful completion of one year.
<b>Department:</b>	Public Relations

### **Reporting Relationships**

The Public Relations Associate will report to the Manager, Public Relations.

### **Overall Responsibilities**

The Public Relations Associate is responsible for providing administrative support and assistance to the Public Relations team in implementing public relations (PR) strategies to enhance the organisation's visibility and reputation. The Public Relations Associate's role includes providing assistance in coordinating pension awareness programs, PR events, press conferences, and promotional activities.

### **Specific Duties**

- Carryout administrative tasks related to media relations, communications, and stakeholder relationship management
- Assist in production of content for websites, social media and awareness materials.
- Update and monitor content on the Pension Office website and social media accounts.
- Assist in planning and executing PR events and activities
- Monitor and respond to public opinions and concerns on various platforms about the services of the Pension Office.



- Manage media relations, including drafting and distributing press releases, coordinating interviews, and responding to media inquiries
- Prepare reports to track and measure effectiveness of PR activities
- Stay abreast of industry trends, news, and emerging issues
- Stay informed about relevant laws and regulations affecting public relations activities.

### **Minimum Qualification and Work Experience**

- A Bachelor's degree (MNQF level 7) or an equivalent professional qualification in the field of marketing, public relations, mass communication, business administration or a 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, business administration or a related area, with 1 year of relevant work experience in a related field.

### **Skills and Competencies**

- Knowledge of public information, media and community outreach.
- Must be familiar with digital marketing channels and social media platforms.
- 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 in Dhivehi and English Language
- Excellent interpersonal and team-building skills.
- Ability to multitask, prioritize, manage time efficiently, and consistently meet deadlines.

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