



Villa College QI Campus, Rah Dhebai Hingun,  
Male', Maldives

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### POSITION DESCRIPTION

<b>POSITION</b>	Marketing Officer
<b>EMPLOYMENT TYPE</b>	Full time
<b>FACULTY/CENTER/INSTITUTE/DEPARTMENT</b>	Marketing and Communications
<b>LOCATION</b>	QI Campus, Male'
<b>DATE ADVERTISED</b>	05 September 2024
<b>DEADLINE FOR APPLICATION</b>	11 September 2024

### BROAD PURPOSE

Responsible for providing general day-to-day Faculty/Centre/Department's Administration support across the organization.

**Reports to:** Director, Marketing and Communications

<b>BASIC SALARY</b>	MVR 5,000
<b>SERVICE ALLOWANCE</b>	MVR 4,000

**Time:** 0900hrs – 1700hrs (Sunday to Thursday and Saturdays where necessary)

### OVERALL RESPONSIBILITIES

- Email Management: Check, Divert and respond to emails promptly.
- Calendar and Meeting Management: Schedule meetings, send out meeting reminders and agendas, take meeting notes
- Document and File Management: Prepare documents, presentations, and reports, organize and maintain digital and physical filing systems and archives, coordinate with vendors for services where relevant.
- Assist in gathering and analyzing market data and trends.
- Compiling reports
- Social Media Content: Draft and schedule posts for social media channels in coordination with the team, monitor social media engagement and respond to comments and messages.
- Website Updates: Assist in updating website content, including news, events, and announcements, ensure all content aligns with the brand's voice and guidelines.
- Content Support: Assist in proofreading and editing marketing content for accuracy and branding consistency, create daily content for social media platform in coordination with the team.
- Track the performance of marketing campaigns (e.g., social media engagement, website traffic).
- Compile daily, weekly, monthly reports on marketing activities and metrics.
- Ensure the availability and distribution of marketing materials, such as flyers and brochures.
- Track inventory levels and manage the timely replenishment of marketing materials.
- Update records of merchandise allocation.
- Complete and submit forms for merchandise requests and approvals.
- Prepare a monthly report on merchandise distribution, usage, and inventory status
- Organize, update, and maintain the Villa College photo and video archive, ensuring easy access and accurate labeling.

**Education**

- A' Level (essential)
- Diploma or equivalent in a related field

**Experience**

- Experience in a related field will be an added advantage

**Skills and Competencies**

- Advanced speaking and writing skills in English and Dhivehi
- Content writing for marketing purpose
- Familiar with Social Media trends Management

**Character requirements / general attributes**

- Good interpersonal skills to develop and maintain effective working relationships
- Ability to work under pressure, handle multiple tasks and meet tough deadlines
- Must be organized
- Take initiative in tasks
- Attention to detail

