

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



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

+960 3303200

+960 3303299

info@villacollege.edu.mv

www.villacollege.edu.mv

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މާލެ، ދިވެހިރާއްޖެ

POSITION DESCRIPTION

POSITION	Senior Marketing Executive
EMPLOYMENT TYPE	Full time
FACULTY/CENTER/INSTITUTE/DEPARTMENT	Marketing and communications
LOCATION	QI Campus, Male'
DATE ADVERTISED	14 October 2024
DEADLINE FOR APPLICATION	19 October 2024

BROAD PURPOSE

To increase the overall efficiency of the Marketing and Communications department and to keep the administrative work up to date.

Reports to: Director, Marketing and Communications

REMUNERATION	
Basic Salary:	MVR 9,000
Service Allowance:	MVR 4,200
Responsibility Allowance:	MVR 13,200
Total Remuneration:	
Working Hours:	09:00 – 17:00 (Sunday to Thursday and Saturdays if necessary)

MAIN DUTIES AND RESPONSIBILITIES

Overall Responsibilities

Written Content Creation

- Develop quality, engaging, and informative content for various platforms including websites, blogs, social media, email campaigns, newsletters, and marketing collateral. (In Dhivehi and English) newsletters, and marketing collateral. (In Dhivehi and English)
- Produce a variety of content types, including articles, Programme descriptions, video scripts etc
- Ensure all content is consistent with the company's brand voice, style, and tone.

Photographic and Video graphic Content:

- Plan, shoot, and edit high-quality photographs for use across various digital platforms.
- Create visually appealing content that complements written materials and enhances overall audience engagement.
- Work with the marketing team to develop video concepts and storyboards that align with campaign objectives.
- Ensure all content adheres to the company's brand guidelines and style standards.
- Ensure timely publication of content on relevant platforms

Research

- Conduct research on related topics and trends to create accurate, engaging and insightful content.
- Stay updated with the latest trends, news, and competitor activities in content creation.
- Interview subject matter experts and incorporate their insights into the content

Content Management and archival:

- Create and maintain a content calendar to ensure timely and consistent content delivery.
- Upload and manage content on the archival system
- Ensure all content is properly formatted, labelled, and optimized for readability and user experience.
- Maintain and update existing content to ensure it remains relevant and accurate.

Media Relations

- Work with marketing team to develop and implement comprehensive media strategies to promote VC
- Build and maintain strong relationships with journalists, and media outlets.
- Write and distribute press releases, media kits, and other PR materials.
- Secure and coordinate media coverage for announcements, events, and programme launches.

Analytics and Reporting:

- Track and analyse content performance using analytics tools.
- Generate reports on content metrics such as traffic, engagement, conversion rates, and ROI.
- Use data insights to refine and improve content strategies and tactics.
- Monitor and respond to audience comments and feedback on various platforms.
- Foster a community around the brand by creating content that encourages interaction and engagement.
- Utilize social media management tools to schedule posts and track engagement metrics.

Collaboration

- Work closely with graphic designers, videographers, and other team members to produce cohesive multimedia content.
- Coordinate with faculties and departments to gather information and ensure content accuracy.
- Actively contribute and engage in department activities and tasks
- Actively engage and contribute to events

Education

- Degree or equivalent in a relevant field

Experience

- Experience in a related area would be an added advantage

Skills and Competencies

- English language proficient
- Content writing for marketing purpose
- Familiar with Social Media trends Management

Character requirements / general attributes

- Curiosity and Research Oriented
- Communication Skills
- Organized and multitasking Flexible
- Team player