

MALDIVES PENSION ADMINISTRATION OFFICE

Male', Republic of Maldives

TERMS OF REFERENCE:

Post: Public Relations Officer

Duration: Permanent

Start Date: January 2016

Background:

Maldives Pension Administration Office (MPAO), an independent organization established under the Maldives Pension Act, which was ratified on 13 May 2009. It is an independent organization mandated with the planning, development, implementation and administration of two pension plans.

MPAO is looking for a self-motivated, detail oriented individual to help support our efforts to establish and maintain a successful, dynamic social media presences for our members and general public.

Scope of Work:

In this full-time role, the successful candidate will be an online Ambassador for all our members. The candidate will be expected to monitor broad range of social network sites and blogs, cultivate and grow on-line relationships with key target audiences, and seek new opportunities to integrate social media into our strategic PR objectives.

This position is a new addition to our PR team. The candidate needs to be someone who is well-versed in social media and experienced using social networking sites such as Twitter, Facebook, YouTube, Instagram and others.

The candidate will be working very closely with the management team to monitor, maintain and enhance a number of activities across a variety of social media sites and networks. On a daily basis, the candidate will have to:

- Monitor social media sites, alerts, blogs on related topics, researching and coordinating the appropriate response in a timely and effective manner
- Participate in on-line conversations, personifying the members and the public in a positive, helpful light by listening to users, being sensitive to hot button topics and issues, and providing solution whenever possible

- Research on-line related topics, posting new content for key users audiences to maintain positive, relevant presence for our members and the public
- Work across all departments to ensure that the strategic direction and message of our members is executed consistently and properly in the social media sphere
- Conduct 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
- Providing monthly updates to the team on the success of (and challenges facing) all of our social media efforts
- Remove / counter the misconceptions about MPAO

Requirements:

- 3 plus years professional work experience; a background in marketing, advertising and /or Public Relations is an advantage
- Bachelor Degree; focus in PR, marketing / advertising, communication studies, or other related degree is preferred
- Strong written and verbal communication skills are a crucial part of this post, specifically the ability to present ideas and information clearly with the target audience in mind, engage with other social networking users in a meaningful way
- Previous experience working with social media on behalf of clients is desired. If applicable, links to the on-line presence of these brands will be requested during the application process
- Must have active, established accounts across key social media sites including Facebook and Twitter. You will be asked to provide access to these accounts during the application process
- Must be proficient in using graphics design software like Adobe Photoshop, InDesign, etc.
- Must have experience and inclination to work in a collaborative team environment, where good ideas and experienced opinions are highly valued

Reporting Arrangements:

The successful candidate will be directly reporting to the Director Stakeholder Relations. He/She will be expected to work closely with all the departments of the Division.

=====