

TERMS OF REFERENCE

Post:	Director, Communications
Post Type:	Full Time & Contract based
Duration	Initial Contract period shall be one year. Contract shall be extended or made permanent based on performance
Department:	Public Relations
Division:	Corporate Affairs & Public Relations Division

Summary

The DC will be responsible for managing all avenues for interaction with stakeholders. External stakeholders include: employers and members participating in MRPS; recipients of state funded pensions; government agencies; other related institutions; media and the public.

The DC will manage a team of staff members who will conduct the day-to-day interaction with stakeholders.

Responsibilities

Specific duties of the DC include:

- Develop and monitor the department's budget and ensure expenditure is kept within the prescribed limit
- Formulate Pension awareness programmes
- Formulate plans and strategies to Develop 'Pension Office' as a brand with whom Maldivians develop strong empathy and positive emotional connections
- Oversee the development and delivery of communication materials for pension awareness-raising campaigns, including briefing materials, presentations, brochures, posters, and broadcasting materials, as deemed appropriate;
- Enhance the Pension Office's voice and presence through online and offline channels
- Manage media relations and requests

- Draft press releases, speeches and other PR copy to ensure organizations view is effectively presented
- Plan and supervise events, fairs, conferences etc.
- Oversee the implementation of promotional plans
- Present solutions in times of PR crisis
- Facilitate the resolution of disputes with the public or external vendors
- Lead survey initiatives and analyze public opinion
- Gather public opinions and views analyse and prepare briefings for the management
- Ensure that services provided through customer service functions of pension meets required standards and best practices.
- Develop communication channels for receiving and managing stakeholder complaints and grievances;
- Contribute actively to the development of national policies and legislations on retirement income security
- Initiate and maintain contacts with representatives of industry, special interest groups, media, other government departments and the public and develop a critical knowledge of issues and the related public environment;

Reporting

The Director, Communications (DC) will report to the Chief Operating Officer (COO). The DC will also be expected to work closely in cooperation with other Chiefs, external consultants and the Senior Management team of Pension Office.

Qualification and Competencies

- Proven experience as public relations specialist or similar position
- Experience in corporate communications
- Experience in project management and execution of PR campaigns and/or initiatives
- Experience in copywriting and editing

- Familiarity with social media platforms (Twitter, Facebook etc.)
- Excellent oral and written communication skills
- Aptitude in presentation and public speaking
- Proficiency in English and Dhivehi
- A creative yet practical mind
- Academic qualification equivalent/higher than Bachelor's Degree in Business Administration or Public Relations Mass Communication.
