



DesignExpress

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H. Kaafurutholhige 2ND Floor
Janavaree Magu 20042
Malé, Maldives

JOB VACANCY

TITLE:	MARKETING OFFICER
POSTED DATE:	23 MAY 2019
POSTED #:	DE-2019/JV/02

1. OVERVIEW

Design Express is looking for a person to help market the firm to other businesses via email, phone and meetings at the offices of potential customers. Marketing Officer will be directly reporting to the Managing Director (MD). The selected candidate will be working at Design Express studio in Male', Maldives.

2. RESPONSIBILITIES

- Prepare strategies to market Design Express and its products and services to other businesses in Maldives
- Plan, prepare and execute advertising and marketing campaigns targeted at businesses
- Prepare data entry methods to collect all data and track status and records of any conversation, connection, or exchange of materials between Design Express and the prospective customer
- Creating and develop new innovative ways to communicate the company messages to existing customers
- Prepare content for the publication of marketing material and oversee distribution
- Conduct market research to identify opportunities for promotion and growth
- Collaborate with managers in preparing budgets and monitoring expenses
- Utilize Design Express social media platforms for advertising, marking and promotion (social media platforms include Facebook, Twitter, Instagram, LinkedIn, and Google Business)
- Create contents for all social media platforms and share material for marketing as well as informational purposes
- Need to manage the social media platforms – posting new contents regularly, monitor and track advertising fees, respond to queries by customers etc.
- Selected candidate will be issued a mobile phone and number and candidate must promptly respond to messages and calls received by this number during working hours
- Evaluating the effectiveness of all marketing activity
- Developing and implementing an internal marketing program
- Plan, develop and deliver campaigns as agreed within timescales
- Must proactively clarify any issues with the Managing Director or other person assigned by him
- Ensure timely completion of timesheets, progress update schedules or other management and monitoring tools used by Design Express
- Need to ensure that the highest security is maintained at all times in the office (day and night) from the possibility of intruders, uninvited guests and deliveries
- Ensure all external doors remain closed and locked and only accessible to key-holders
- To contribute, or otherwise assist, as required

3. SKILLS AND QUALIFICATIONS

- Knowledge and skills using Adobe Photoshop, Adobe Illustrator, CorelDraw, MS Office suite, MS Project
- A degree or higher national diploma in a marketing related field will be an advantage
- Previous experience in similar marketing role
- Solid knowledge of marketing techniques and principles
- Good understanding of market research techniques, statistical and data analysis methods
- Thorough understanding of social media and web analytics

- Excellent organizational and multi-tasking skills
- Creativity and commercial awareness
- A team player with a customer-oriented approach
- Must have completed Secondary School (O' Levels)
- Design skills including graphics and web design will be a huge advantage
- Able to work under pressure and to tight deadlines
- Good written and verbal communication skills and articulate and diplomatic manner
- Good interpersonal skills and able to build good relationships at all levels, internally and externally
- Able to work as part of an effective team assisting and supporting team members
- Self-motivated and able to take responsibility
- Flexible attitude and willingness to learn new skills
- Able to demonstrate initiative and a proactive approach to daily tasks
- Due to the nature of the position and the requirement to meet deadlines there will be a requirement to work additional hours as necessary

The above description of the job defines the major activities of the role but they are not an exhaustive list and thus other works in-line with the that of the designation may need to be executed based on the projects Design Express is involved in. The selected candidate may also expect changes in the emphasis of the role which will however be discussed in advance. Therefore, the selected candidate should expect the requirement for a flexible approach to work.

4. APPLICATION

Candidates must submit the following documents to jobs@designexpress.mv

- A. Covering Letter in PDF format
- B. Curriculum Vitae (CV) in PDF format
- C. Portfolio of Works in PDF format
- D. Educational Qualifications (Certificates) in PDF format
- E. Work Reference Letters in PDF format

Note: Each of the above file must be submitted as a single PDF file. Certificates and Reference Letters are not required to be certified true copies. You may scan the originals and create a single PDF.

5. WORKING HOURS AND HOLIDAYS

8.00 AM to 5.00 PM Saturday to Thursday (1 Hour Lunch Break 12.00 PM to 1.00 PM)

Public Holidays:

Holiday	Date
Fridays	All Fridays
New Year's Day	1 January
Worker's Day	1 May
First Day of Ramazan	To be confirmed
Day of Eid-ul-Fitr	To be confirmed
Independence Day	26 July
Hajj Day	To be confirmed
Day of Eid-ul-Ad'ha	To be confirmed
National Day	29 October
Victory Day	3 November
Day of Commemoration of the Birth of Prophet Mohamed	To be confirmed
Republic Day	11 November
Day of Commemoration of the Maldives converting to Islam	To be confirmed

6. LEAVE ENTITLEMENT

In accordance to Employment Act 2008 of the Republic of Maldives

7. CONTACT

Email: jobs@designexpress.mv
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Male', Maldives
LinkedIn: www.linkedin.com/company/design-express-mv
Facebook: www.facebook.com/designexpress.mv
Website: www.designexpress.mv

8. ABOUT US

Founded in 2012, Design Express is a team of dedicated professional designers, architects and engineers based in Male', Maldives. Our works include designing of buildings & infrastructure in a diverse range of sectors from residential, office, hospitality, industrial to education. Our culture is strongly embedded in efficiency and flexibility and to that end design teams are organized in small groups to facilitate and encourage uninterrupted communication between team members and with clients.