

TERMS OF REFERENCE

Post: Content Creator, Marketing

Reporting relationship: Director, Business Development and Marketing

Gross Salary: MVR 22,730


RESPONSIBILITIES AND DELIVERABLES

- Plan and develop content creation projects in collaboration with the marketing team, ensuring alignment with marketing objectives and brand guidelines.
- Capture high-quality videos and photographs for use across social media, websites, email campaigns, and other marketing platforms.
- Edit video footage into polished final products, incorporating music, sound effects, graphics, and voiceovers as needed. Retouch photographs to maintain a professional style.
- Create visual assets such as graphics, thumbnails, and infographics to complement videos and photographs.
- Optimize videos and images for various platforms, ensuring appropriate formats, resolutions, and styles.
- Organize and direct photoshoots and video shoots, including setting up lighting, audio, and other necessary equipment.
- Track and analyze content performance metrics, providing insights and recommendations for future content.
- Stay updated on industry trends and emerging technologies to enhance content quality and relevance.
- Manage and maintain videography and photography equipment to ensure operational readiness.
- Perform other content creation-related duties as assigned by FDC.

EMPLOYEE SPECIFICATION.

- Bachelor's degree in (relevant Field, e.g., Marketing or Graphic Design) with minimum 3 year of experience in relative field

SKILLS AND COMPETENCIES

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- Proficiency in video production, photography, and editing software, including Adobe Premiere Pro, After Effects, Photoshop, and Lightroom.
 - Strong eye for composition, lighting, and aesthetics in visual storytelling.
 - Excellent time management and ability to meet deadlines.
 - Creativity and adaptability to evolving project requirements and technologies.
 - Understanding of marketing principles and their application in visual content creation.
 - Collaborative and communicative team skills.
 - Commitment to high-quality, brand-aligned content output.
 - Familiarity with social media platforms and digital marketing trends.
 - Good verbal and written communication skills in Dhivehi and English.
 - Ability to manage multiple projects simultaneously while maintaining attention to detail.