



Ministry of Fisheries and Ocean Resources
Male', Republic of Maldives

Terms of Reference

Media Consultant

A. BACKGROUND

The Ministry of Fisheries and Ocean Resources (MoFOR) is responsible for developing sustainable fisheries, mariculture, and marine resource sectors in the Maldives. Its core mandate includes formulating and implementing policies and plans as well as setting national standards for the growth and sustainable use of resources and managing the industry to enhance the living standards of fisherman and fisheries related livelihoods. To achieve this objective MoFOR is tasked with developing and implementing strategic plans, laws and regulations and investments in related infrastructure, while ensuring compliance with national and international standards.

MoFOR aims to enhance the economic and social conditions of those engaged in fisheries and mariculture sector, providing technical assistance and fostering collaborations with local and international stakeholders. It also focuses on addressing climate change risks, improving infrastructure, and ensuring the conservation of marine life. In line with its objectives, MoFOR seeks to raise public awareness regarding the economic opportunities within the fisheries mariculture and other ocean related sectors, diversification of fishery production, exploring market expansion opportunities for products and services and managing ocean resources.

Additionally, the Maldives Marine Research Institute (MMRI), as the research arm of MoFOR, plays a key role in collecting and disseminating scientific knowledge about marine environments, conducting research to support sustainable resource management, and providing technical guidance for policy development.

B. OVERALL RESPONSIBILITY

The overall responsibilities of the Media Consultant include, but are not limited to the following:

- Develop and roll out an effective communication strategy to support MoFOR's mandate.
- Lead the creation of tailored communication work plans for each project/events/functions highlighting principles, activities, progress, and success stories for stakeholders, development partners, and the Government of Maldives.
- Coordinate all media and communication-related tasks in close collaboration with project stakeholders, and provide regular media reports.
- Create and manage content for MoFOR's website and social media platforms, ensuring clear and consistent messaging across all channels.
- Plan, coordinate, and participate in promotional events such as press briefings, open days, exhibitions, site visits, and other public outreach efforts.
- Keep well-organized records of all communication materials, maintaining a reliable project communications archive.
- Build and maintain strong relationships with local and international media contacts, and support the development of op-eds, press releases, interviews, and TV/radio segments in coordination with relevant departments.
- Work closely with local media outlets to ensure positive and accurate coverage of ministry's activities and results.
- Draft scripts and help organize stakeholder and public engagement activities, including awareness campaigns, information disclosures, and consultations, while documenting outcomes.
- Respond to media inquiries, arrange interviews, handle logistics, and closely monitor media coverage related to the programs of MoFOR.
- Oversee the review, translation, adaptation, printing, and distribution of communication materials, including publications and multimedia content.
- Manage the release and promotion of publications and updates on social media platforms, including posts, ads, visuals, and storytelling content.
- Review and finalize content and public announcements for social media and website updates, maintaining consistency and accuracy.

- Draft engaging newsletters, articles, advertorials, and other outreach materials.
- Provide a monthly summary brief on project milestones and media activities, ensuring transparency and alignment with project goals.
- Offer communication support to other donor-funded initiatives and activities under the MoFOR's umbrella.
- Assist with additional project-related tasks and contribute to regular updates on MoFOR led projects and activities as needed.

C. QUALIFICATIONS AND EXPERIENCE

1. A Masters/Bachelor's Degree in Communication, Journalism, Public Relations, Master's in Business Administration or equivalent.
2. At least three (3) years of experience in Media and Communication, Public Relations, Business Management/Administration, or equivalent.
3. Previous experience in development assistance or related work for an international agency or donor organization is desirable.
4. Excellent writing, editing and analytical skills and capability of working independently. Fluent in written and spoken English and Dhivehi.
5. Ability to interact with multiple staff in the relevant agencies and respond to and liaise with stakeholders from industry and private sector.
6. Ability to draw out the information collected to deliver relevant knowledge-sharing products to stakeholders.
7. The successful individual must be willing to work for extended periods without direct supervision and travel to islands within the project area.
8. Demonstrates openness to change and ability to manage complexities.
9. Should have strong and proactive interpersonal communicative skills, experience in team leadership and participatory management.

The short-listed candidate will be requested to participate in personal interviews, submit the names and contact details of personal referees who can attest to their ability.

The successful candidate must understand the objectives and comply with the delivery mechanisms of MoFOR. S/he must be willing to work in a team, be flexible to emerging or changing conditions, and undertake initiative to overcome challenges.

D. REPORTING REQUIREMENT

The Media Consultant will report directly to the Permanent Secretary and the Director General of the Corporate Department. Regular updates, reports, and all deliverables should maintain quality and submitted in a timely manner, in alignment with the MoFOR's reporting protocols and timelines.

E. RENUMERATION AND OTHER BENEFITS

1. MVR 23000/- depending on qualification and experience, per calendar month as remuneration for the services provided.
2. Training and travel expenses related to service under this contract will be covered by the MoFOR budget.
3. S/he shall participate in the Maldives Retirement Pension Scheme as required by the Maldives Pension Law and its regulations.
4. S/he will be given "Ramadan Allowance" as per the regulation of the Government of Maldives, prior to the beginning of the month of Ramadan. The allowance will be entitled only to Muslims.

F. CONTRACT DURATION

1. This is a 1-year contract. The contract shall be renewed based on performance, need, and funding.
2. The successful candidate will undergo a three-month probation period during the initiation of the contract

