

MMPRC Photography Ambassador Application Submission/Selection

1. ROLE

Working as an official photographer for Maldives Marketing and Public Relations Corporation (MMPRC) under the title “MMPRC Photographer Ambassador” starting in the year 2017.

2. APPLICANT ELIGIBILITY

Only Individuals are eligible to apply for the MMPRC Photography Ambassador Program. Individuals that work for Companies or Photography Studios can apply **representing themselves only**; they **cannot apply on behalf of a company/studio** or use the name of a company/studio for **photo crediting** purposes for photos taken under the MMPRC Photography Ambassador Program.

3. SCOPE OF WORK

- Serving a 1 year term as MMPRC photography ambassadors for MMPRC*
- MMPRC Photography ambassadors can include one additional person that should be utilized for photography purposes (i.e. assistant, model, etc.) to complete the assignments
- Minimum of 2 photography assignments (1 per each 6 months)
- **Optional:** Self-published photography book disseminated for **FREE** covering the work they did under the MMPRC photography ambassador program once approval (for quality control purposes) is granted by MMPRC
- **Optional:** Self-organized photo exhibition covering the work they did under the MMPRC photography ambassador program once approval (for quality control purposes) is granted by MMPRC

The **period when selected MMPRC Photography Ambassadors will be made **eligible to re-apply for future MMPRC Photography Ambassador Terms** will be decided after the conclusion of the first MMPRC Photography Ambassador program.*

*Please note that MMPRC holds the right to alter the scope of work and bring forth any changes based on market insights/developments before the start as well as during the tenure of the MMPRC Photography Ambassadors Program. **However, please note that the minimum number of photography assignments of 2 will remain unchanged.***

4. ASSISTANCE OFFERED BY MMPRC

MMPRC will be facilitating the covering of **food, accommodation and travel costs incurred only** by the MMPRC Photography Ambassadors for their stay with a **host (resort, guesthouse and liveaboard)** to complete the assignments of the MMPRC Photography Ambassador Program.

Food Costs:

These are related to the provision of free food from the **hosts** (resort, guesthouse and liveaboard) for the photographer and an additional member during their stay with the **host** (resort, guesthouse or liveaboard) for assignment purposes.

Accommodation Cost:

These are related to the provision of free accommodation from the **hosts** (resort, guesthouse and liveaboard) for the photographer and an additional member during their stay with the **host** (resort, guesthouse or liveaboard) for assignment purposes.

Travel Cost:

These are related to the provision of free travel to the **host's** location (resort, guesthouse and liveaboard) for the photographer and an additional member for assignment purposes

Please note that MMPRC will not be able to provide any monetary remuneration for any **other costs associated with the completion of the designated assignments such as modeling fees, research, etc. for the MMPRC Photography Ambassador Program 2017.**

5. APPLICATION REQUIREMENTS

Proposals should include the following;

- 5.1. Cover letter expressing interest (Dhivehi/English) **(compulsory)**
- 5.2. Profile and CV of photographer **(compulsory)**
- 5.3. Portfolio **(Hard Copy: Printed and/or Soft Copy: Pen Drive) (compulsory)**
- 5.4. Reference Letters **(compulsory)**
- 5.5. Official Social Media Handles (Instagram and Facebook) **(compulsory)**
- 5.6. Social Media Metrics/Analytics for the Official Social Media Handles (Facebook and Instagram) from 1st February 2017 – 27th February 2017 **(compulsory)**
- 5.7. List of segments applying to in order of importance **(compulsory)**
- 5.8. ID card copy (all applicants should be above 18 years of age) **(compulsory)**
- 5.9. Equipment Inventory **(compulsory)**
- 5.10. Educational/Work Qualifications (Official documents) **(optional)**

Please note to include all required materials listed above with the application. Otherwise, your application will be deemed void.

6. EVALUATION CRITERIA

Description	Marks
Portfolio	70
Social Media Presence	10
Professional Experience	20
Total	100

6.1 Portfolio (70 marks):

Photographers will be judged on the quality, marketability, creativity and originality of previous work as well as past experience.

Creativity: 15 marks

Quality: 15 marks

Originality: 10 marks

Marketability: 10 marks

Past Projects: 20 marks

Points will be given to past projects that **showcase destination beauty**

#	Past Projects (Showcasing Destination Beauty)	Marks
1	More than 10 Projects	20
2	More than 5 Projects	15
3	5 Projects	10
4	Less than 5 Projects	5
5	0 Projects	0

6.2 Social Media Presence (10 marks):

Photographers will be judged on the number of their social media **followers** and **interactions** recorded up to the day of proposal submission. Interested parties should submit Facebook and Instagram Analytics starting from **1st February 2017 – 27th February 2017**.

6.3 Professional Experience (20 marks):

Photographers will be judged on their experience in operating as a professional photographer.

MMPRC will be verifying genuineness of experience through background checks and based on the references provided.

#	Professional Experience	Marks
1	More than 10 Years	20
2	8+ to 10 Years	18
3	6+ to 8 Years	15
4	4+ to 6 Years	10
5	2+ to 4 Years	8
6	1 to 2 Years	5
7	0 Years	0

7. APPLICATION SUBMISSION

7.1. Applications must be submitted in a sealed envelope labeled and addressed to:

Application for "**MMPRC Photography Ambassador Program**"

Maldives Marketing & Public Relations Corporation
Velaanaage, 4th floor, Ameer Ahmed Magu

7.2. All applications should be submitted to MMPRC before **10am, 28th February 2017.**

8. INFORMATION SESSION

MMPRC will be hosting an information session on the **20th of February 2017** from **10am – 11am** for interested applicants at **Maldives Marketing & Public Relations Corporation, Velaanaage, 4th Floor, Ameer Ahmed Magu.**

Please note that participants that do not come to the info session or that do not send a representative cannot submit applications.

9. MMPRC PHOTOGRAPHY AMBASSADOR AWARDING

MMPRC will be issuing a press release to make public the names of the 5 MMPRC Photography Ambassadors selected within **5 working days** starting from the **28th of February 2017**.

MMPRC will also be informing the successful applicants within **5 working days** starting from the **28th of February 2017** and make arrangements after discussion with the successful applicants to set a date for the signing of the contract and hosting of an award ceremony.