

Branding, Marketing & Communications Executive

Number of Positions: 1

Contract Type: Definite 3-4 years with a possibility to renew

IMPORTANT NOTE: This position is only open for EU/EEA/UK passport holders or TCNs presently residing in the EU with the required permits.

Job description

The Branding, Marketing, and Communications Executive will be responsible for the positioning, brand, and awareness raising of the work and impact of the AquaBioTech Group internationally. The post holder will need to develop a communications strategy in line with AquaBioTech Group's international business plan, identifying key stakeholders, communication platforms, and/or channels with whom to engage to maximise our commercial business opportunities globally. This will include managing the yearly events calendar and budgets, liaising with external event coordinators, and devising appropriate news stories and content that align with key themes and issues faced by the sector. The post holder will be responsible for the overall use of the brand by stakeholders and third parties and will create and manage processes to ensure correct usage. They will have overall responsibility for all our social media channels, ensuring that engagement is strong and relevant.

Overview of associated tasks

This is a critical position within AquaBioTech Group, and the post holder is required to demonstrate a strong background in marketing and communications, digital marketing and design, as well as brand awareness within the aquaculture sector. They will have a diverse portfolio, some aspects of which are described below:

Key Accountabilities

- Create and implement an external communications strategy working across the organisation to develop creative news/content/media opportunities in line with AquaBioTech Group's overall strategy and yearly plans.
- Create and manage AquaBioTech Group's annual marketing budgets, liaising with relevant teams and sourcing external funding support where necessary.
- Support HR and the senior leadership team to develop effective recruitment campaigns to allow the company to capitalise on new business opportunities.
- Be responsible for the brand guidelines and style guide and oversee the development of branded templates for use by stakeholders. Ensure there are processes in place to enforce correct usage.
- Create and maintain news content for AquaBioTech Group's website, as well as oversee the social media channels – LinkedIn and Facebook and create a growth and engagement strategy to work on these channels.

- Build and maintain links with relevant press and other media and opinion formers to build awareness of our areas of expertise and facilitate media coverage of our priorities and activities to our key external audiences.
- Work with the Business Development Director and Senior Leadership team as and when required to create content and annual review documentation for board review.
- Manage and coordinate the logistics of all AquaBioTech-related events, collaborating with the design team and administration team to ensure staff have the required collateral when attending external events and internal events are managed effectively.
- Manage the Content Creator & Graphics Designer and support the wider Business Development team.
- Ensure the delivery of AquaBioTech Group's project-specific dissemination activities, such as grant-funded projects (research and development).
- Draft project-specific communications tasks for future project proposals.
- Seek and apply external funding for Branding, Marketing & Communications activities.

Internal Communications

- Create and implement an internal communications strategy.
- Support the development and maintenance of an intranet, creating engaging and supportive content for employees.
- Work with internal stakeholders to ensure we maximise the PR potential of our commercial ventures.

Requirements

Qualifications and Knowledge

- Educated to degree level or equivalent in Marketing, Communications, and/or Digital.
- At least three years in a branding, marketing, and/or communications role managing content creation for use across a range of communications channels.
- Experience in writing interesting and accurate articles from technical information.
- Experience in planning and developing profile-raising media campaigns.
- Brand management, both in design and messaging.
- A good understanding of how to shape news stories and ensure messaging is well-positioned.
- A good understanding of communication and content channels and how to use them effectively, particularly social media.

Desirable

- Understanding of environmental or blue economy sectors (aquaculture, marine environment)
- Previous experience with private sector, B2B and B2G organisations
- Previous experience with European-funded projects, public tenders, etc.

- Membership of a Professional body, such as the Chartered Institute of Marketing, would be beneficial.

Skills

- Create and implement an internal communications strategy.
- Support the development and maintenance of an intranet, creating engaging and supportive content for employees.
- Work with internal stakeholders to ensure we maximise the PR potential of our commercial ventures.

Behaviours

- Self-starting, pro-active, and curious.
- Resilient, flexible, and open minded.
- Strong ethos for teamwork, but with the ability to lead alone.

Additional Requirements

The selected candidate will have to speak and write English fluently and be in possession of a clean EU/EEA/UK passport OR be a third-country national (TCN) presently residing in the EU. Knowledge of any other languages would be considered an asset, although not essential. The selected candidate must have a clear passport with no travel restrictions, no legal convictions held at any time, and be in possession of a clean driving licence.

Financial Package

The successful candidate will be offered a long-term, fixed-term contract with the company that can be extended. The starting package offered for this position will be structured largely upon the chosen candidate, reflecting the experience the candidate brings to the company, but also in line with the cost of living in Malta, and could include an accommodation package, if required.

Salary

Salary range 30K to 50K EURO (depending on experience)

How will the interviews be held

Interviews will be held online or in person.

To apply

CVs and a covering email are to be sent by email to eures.recruitment.jobsplus@gov.mt and should be written in English. Please quote the vacancy name and number in your email.