

CALL FOR APPLICATIONS

TO FILL VACANCY FOR

Manager A - Digital Communications

Interested persons wishing to apply for this post are kindly requested to submit a full CV (including details of background and experience) and copies of qualifications relevant to the post to recruitment.pg@projectgreen.mt

JOB DESCRIPTION & PROFILE

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| Title | Manager A - Digital Communications |
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Job Description

Overview

About the Communications Office:

The Communications Office, which falls within the remit of the CEO's office, is responsible for managing all digital content, online strategy, public relations, events and media relations amongst other responsibilities. Communications has a key strategic role to play in engaging with the media, general public and the relevant stakeholder groups with high-quality, concise content and to inform on an ongoing basis about the activities of Project Green.

About the Role:

As a Manager A - Digital Communications your tasks will include:

- Coordinating with cross-functional teams to create and manage website content, design and functionality, optimising site performance and user experience, implementing SEO strategies to increase site visibility, analysing metrics including user feedback, and reporting;
- Managing Project Green social media platforms, liaising with all internal and external stakeholders to plan and develop social media communications, creating and posting compelling content, monitoring campaigns and analysing metrics to ensure optimal results across all channels;
- Allocating and managing advertising budgets across different channels, including both digital (including social media platforms, Google, LinkedIn) and traditional platforms (including tv, radio, print, signage), while utilising communication tools and platforms to plan, create, launch and optimise campaigns;
- Liaising with internal and external stakeholders to produce and execute email campaigns to keep subscribers updated with Project Green projects and events, including building emails, copywriting, asset coordination, QA, scheduling, send-outs, and analysis of metrics;

- Developing key performance indicators for all channels, and regularly reporting on actual results achieved, while also highlighting improvements for upcoming campaigns;
- Keeping up to speed with the latest marketing trends and tools, and attending any necessary training as required;
- Carrying out other related duties that may be assigned from time to time.

About You:

Project Green is looking for a Manager A - Digital Communications. The selected candidate is a self-starter with proven experience in managing digital communications channels. You are a passionate creative with excellent interpersonal and communication skills. You are an avid social media enthusiast, very familiar with all the main platforms and possess excellent writing skills. You have the ability to plan and manage multiple priorities and demanding timeframes in an organised and efficient way. The ideal candidate excels at online research, understands technology, search, new trends and the latest in digital marketing innovation.

The role requires the possession of a minimum of a diploma qualification (MQF Level 4) or higher as recognised and certified by the Malta Qualifications Recognition Information Centre (MQRIC) in Marketing, Communications, or any other relevant field. You will also possess a minimum of one (1) year work experience in a similar role.

Other Information

Project Green is an Equal Opportunities Employer as certified by the NCPE (National Commission for the Protection of Equality) and is committed to a policy of equal opportunity in all aspects of employment and will avoid any form of discrimination in its recruitment procedures.

The Agency reserves the right to withdraw this call at any time and not select any of the Candidates.

It is the responsibility of applicants in possession of qualifications awarded by Universities and other similar institutions outside Malta to produce a recognition statement on comparability of qualifications issued by the Malta Qualifications Recognition Information Centre (MQRIC). Applicants should do so preferably at application stage or otherwise at the preliminary interview should an applicant be selected for such interview. Details can be obtained by accessing the Malta Further and Higher Education Authority website on mfhea.mt under MQRIC heading.

The Agency shall ensure that any processing of personal data is in accordance with Regulation (EU) 2016/679 (General Data Protection Regulation), the Data Protection Act (Chapter 586 of the Laws of Malta) and any other relevant European Union and national law. For further details, you may refer to the Data Protection Policy on Project Green's webpage projectgreen.mt.

Candidates are to note that the submission of any false statement/s or omission, even if unintended, may lead to the cancellation of their application and may render the candidate's appointment liable to termination.

Furthermore, please note that candidates may be asked to submit any documentation in support of the information provided, including but not limited to, proof of qualifications and Police Conduct Certificates.