

Senior Executive (Marketing)

Job Description

Duties and Responsibilities:

The Senior Executive (Marketing) shall focus on the branding aspect of the agency. Moreover, the Senior Executive (Marketing) shall work together with the team to ensure that the needs of the Agency, the general public and the stakeholders are constantly met. S/he must work according to instructions provided by her/his superiors to achieve timely results. Moreover, s/he is to ensure that the Agency's marketing strategy is commensurate with its mission statement and projects a professional, corporate image and quality standards which tally with the expectations of the general public and stakeholders. In doing so, it is also paramount that the Agency's policies and procedures regulating such acquisitions are adhered to.

In relation to Marketing

- Ensuring that the Agency employees adhere to the Agency's brand while also developing and delivering the brand experience to all the Agency's stakeholders.
- Ensuring consistency in the Agency's brand.
- Performing general marketing administration duties.
- Developing in-depth knowledge of our target audience and agency's values.
- Establishing and executing a lead generation strategy based on identified target audiences.
- Analysing customer insights, citizen trends, market analysis, and marketing best practices to build successful strategies.
- Handling all marketing programmes from start to finish.
- Creating online and offline marketing strategies that increase traffic and build engagement.
- Overseeing standardisation process in the branding aspect of the Agency and its projects, including those in relation to EU funded projects.
- Developing innovative marketing and branding tools.
- Contributing to and developing long-term marketing plans and strategies.
- Overseeing duties and tasks within the Branding Department to ensure timely implementation.
- Mentoring and monitoring junior staff within the Branding Department.



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- Complying with marketing requirements as defined by the Agency's policy and procedures.
- Undertaking an on-going consultation process with the Agency's Management to identify and implement marketing needs.
- Assisting in the creation and development of marketing and advertising resource concepts for the Agency's teams to use and design and deliver any necessary related training.
- Liaising with the Head of Department in the drawing up of annual operational plans.
- Monitoring the available (local and international) scientific literature on social marketing strategies.
- Monitoring the local and international media for possible reporting related to the service provision.
- Without prejudice to the Agency's standing policies on confidentiality of sensitive data and client anonymity, adopt an open and accessible approach to persons requiring information for publication purposes.
- Ensuring that the appropriate authorisation channels are upheld throughout the forwarding of sensitive information to interested parties both within and outside the Agency.
- Ascertaining and upholding ethical standards, including the protection of confidential data.
- Assisting in course/seminar/fora logistics organised by the Agency.
- Liaising with the relevant PR Section internally and the Operations Department vis-a-vis the preparation of speeches, briefs, and TV/Radio appearances.
- Any other duties that may be assigned as directed by the respective Permanent Secretary, Agency's CEO, Head of Departments, or their representatives.
- The Senior Executive (Marketing) shall maintain the necessary level of confidentiality commensurate to the level of responsibility and also share all relevant information with Management who is also bound by confidentiality.

This job description may be changed from time to time to reflect the changing situation of the agency after consultation with the jobholder. The portfolio of responsibilities may change according to the needs of the Agency.