

INDIS Malta

Job Description



Department	Operations
UNIT	Marketing and Communications
Job Title	Junior Marketing and Communications Coordinator
Reports to:	Head (Marketing & Communications)
Pay Grade:	Senior Executive III

Job Summary

The Junior Marketing and Communications Coordinator will play a key role in supporting the Marketing and Communications department's efforts to promote INDIS Malta's initiatives, projects, and brand. Working closely under the supervision of the Head of Marketing and Communications, the Junior Coordinator will assist in the development and execution of marketing strategies, content creation, and communication campaigns aimed at engaging stakeholders and enhancing INDIS Malta's visibility and reputation.

Description of main tasks

Duties

- Content Creation and Management:
 - Assist in the creation, editing, and management of marketing materials, including brochures, newsletters, website content, and social media posts.
 - Coordinate engaging multimedia content (images, videos, infographics) for various digital platforms.
 - Collaborate with internal teams and external partners to gather content for marketing campaigns.
- Digital Marketing and Social Media:
 - Support the implementation of digital marketing campaigns, including email marketing, social media, and Search Engine Optimization (SEO).
 - Monitor and analyze digital marketing performance metrics and prepare reports on campaign effectiveness.
 - Maintain and update the organization's social media profiles and presence, including Facebook, LinkedIn, Instagram, and other relevant platforms.
- Public Relations and Communications:
 - Assist in drafting press releases, articles and other communication materials.
 - Support the organization and coordination of press conferences, media events, and public relations activities.
 - Support outreach efforts with media partners.
- Event Coordination:
 - Assist in planning and coordinating marketing events, such as conferences, seminars, and networking events.
 - Coordinate logistics, promotional materials, and on-site support for events.
- Administrative Support:

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- Provide administrative support to the Marketing and Communications department, including scheduling meetings, maintaining records, and coordinating with agencies.
- Assist in managing marketing budgets and processing invoices.
- Keep statistics and close monitoring of social media viewers to reach out more the target audiences.
- Ensure that all marketing and communication activities align with INDIS Malta's brand guidelines and objectives.
- Consult, coordinate and communicate with other departments within INDIS as necessary to ensure proper execution of duties and publications to avoid miscommunication.
- Prepare presentations and reports, and participate in meetings, as required, or as directed.
- May be assigned the role of Project Leader and/or Project Coordinator on Local and EU Project from time to time as directed by Company, relating to the position held. (to be included if the job holder is offered a senior executive post upwards)
- Undertake any other duties as directed by the Chief Officer, or Executive Management.

Consultation

- Consults with the Head (Marketing & Communications) and/or designated person in resolving issues and problems which are of a sensitive nature and / or of a strategic importance.
- Coordinates and communicates with other personnel within INDIS Malta to ensure best use of shared resources.

Self-Improvement

- Keeps up to date with new trends, instruments, and methodologies in relation to Legislation and Regulations that could potentially impact INDIS goals, objectives and efficiency in this regard.
- Keeps up to date with the latest developments within INDIS.

Other

- Performs any other job-related duties as necessary or as assigned.

Supervision Received

- Direct supervision and guidance from the Head (Marketing & Communications) and/or designated person as necessary.

Academic Qualifications & Other Skills

The required candidate should have a solid background in Marketing and Communications or any related background which may be considered relevant for this post.

AND

An academic qualification in a relevant field of study at National Qualification Framework Level 6 or better, duly certified by the Malta Qualifications Recognition Information Centre (MQRIC) or a widely recognized professional qualification at a comparable level and shall have a minimum of two (2) years' relevant work experience in a similar role.

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OR

An academic qualification in a relevant field of study at National Qualification Framework Level 5 or better, duly certified by the Malta Qualifications Recognition Information Centre (MQRIC) or a widely recognized professional. qualification at a comparable level and shall have a minimum of four (4) years relevant work experience in a similar role.

If the candidate does not have the necessary academic or professional qualifications but have at least ten (10) years of relevant experience in a similar role, the Company would still be interested in speaking with him/her.

Other Skills

- Proficiency in digital marketing tools and platforms, including social media management tools, email marketing software, and content management systems (CMS).
- Excellent organizational skills and attention to detail, with the ability to manage multiple projects simultaneously.
- Strong interpersonal skills and the ability to work collaboratively in a team environment.
- Creative thinking and problem-solving abilities.
- A proactive attitude and willingness to learn and adapt in a fast-paced environment.

Disclaimer

This job description explains the general nature and level of work performed in this role. It is not intended to be an exhaustive list of all duties, skills, responsibilities, or knowledge. This job description is subject to change by Management as needed.