



# Senior EXECUTIVE I

(Marketing Communications)

Jobsplus Permit Number: 440/25

Jobsplus Vacancy Number: 417117

## Role

The Marketing Communications Senior Executive I is responsible for developing and implementing Xjenza Malta's marketing strategies, ensuring alignment with the organisation's objectives. This role involves managing and overseeing the Communications and PR team, directing personnel, and driving brand awareness. The role also focuses on optimising both digital and traditional marketing efforts while ensuring a cohesive approach to internal and external communications.

By fostering a collaborative approach, the Communications Department operates within an integrated communications environment, collaborating closely with the PR and Marketing teams to support cross-functional initiatives. This approach ensures that all messaging, branding, and marketing efforts contribute to a strong, unified presence for Xjenza Malta and its associated entities.

## Duties

1. Together with the Director of Communications, PR, and External Affairs, develop an integrated communications strategy, marketing plans, and calendars for Xjenza Malta, Esplora, and Villa Bighi in collaboration with other departments to achieve KPIs and key results set by each unit head. The Marketing Communications Senior Executive I is responsible for implementing these plans effectively.
2. Oversee and coordinate the activities of the Communications and PR teams, ensuring smooth workflow, strategic alignment, and timely execution of campaigns. Maintain an up-to-date awareness of all ongoing marketing and communication initiatives.
3. Liaise with internal and external stakeholders to align marketing efforts with organisational goals.
4. Implement brand awareness campaigns and ensure all printed and digital materials maintain a visually cohesive identity across all channels.
5. Act as the primary liaison between Xjenza Malta and its associated departments, external agencies/suppliers, ensuring marketing initiatives are effectively executed with clear design briefs and targeted audience engagement.
6. Develop and oversee engaging digital and print content in collaboration with Xjenza Malta's (Technical Units), (Corporate Services), (Human Resources), (Esplora Café) Esplora (Education, Operations) and Villa Bighi (Events) directorates to enhance audience reach and interaction.

7. Strengthen and monitor Xjenza Malta's and its direct entities presence on platforms such as Facebook, Instagram, YouTube, and X (formerly Twitter) and other emerging platforms.
8. Track digital marketing performance (traffic, conversions, engagement) using analytics tools, generating regular for management and key stakeholders.
9. Stay updated on digital marketing trends, providing recommendations for optimising strategies.
10. Plan and execute targeted email marketing campaigns.
11. Assist in print media-related tasks and ensure synergy between digital and traditional media campaigns.
12. Work with internal teams to refine the user experience across marketing touchpoints.
13. Provide qualitative and quantitative data to inform marketing decisions and audience segmentation strategies.
14. Establish and maintain relationships with media agencies and vendors to enhance marketing impact.
15. Oversee contract execution and ensure deliverables from third-party providers meet required standards.
16. Identify and exploit advertising opportunities, improving the effectiveness of promotional efforts.
17. Assist in planning and coordinating product launches and networking events in collaboration with the PR team.
18. Develop and document marketing SOPs and process manuals to ensure quality and consistency in execution.
19. To carry out market research and gather feedback regarding Esplora and visitor perceptions.
20. To manage marketing and communication budgets.
21. To monitor competitor activity.
22. Undertake additional duties as assigned by the Director and/or their delegate.

To perform other job-related duties as assigned. The list is not exhaustive, and management may change or add tasks if and when required and according to the exigencies of Science Malta and its subsidiaries

## Requisites

- Master's qualification at MQF Level 7 in Marketing, or Digital Marketing, or Management or Communications or a comparable field recognised by MFHEA (MQRIC if applicable) with a minimum of five (5) years of relevant work experience including a proven track record in managing people and high-performing teams.
- Strong knowledge and understanding of Marketing is a must.
- Expertise in developing integrated communications programmes, drawing on all areas of the marketing mix including direct marketing, CRM (Customer Relationship Management, events and digital channels.

OR

- Bachelor's qualification at MQF Level 6 in Marketing, or Digital Marketing, or Management, or Communications, or a comparable field recognised by MFHEA (MQRIC if applicable) with a minimum of seven (7) years of relevant work experience including a proven track record in managing people and high-performing teams.
- Strong knowledge and understanding of Marketing is a must.
- Expertise in developing integrated communications programmes, drawing on all areas of the marketing mix including direct marketing, CRM (Customer Relationship Management, events and digital channels.

OR

- Diploma at MQF Level 5 in Marketing, or Digital Marketing, or Management, or Communications, or a comparable field recognised by MFHEA (MQRIC if applicable) with a minimum of twelve (12) years of relevant work experience including a proven track record in managing people and high-performing teams.
- Strong knowledge and understanding of Marketing is a must.
- Expertise in developing integrated communications programmes, drawing on all areas of the marketing mix including direct marketing, CRM (Customer Relationship Management, events and digital channels.

*With respect to qualifications produced in response to this call for applications which are not from the University of Malta, applicants are required to request a recognition statement from the Malta Qualifications and Recognition Information Centre (MQRIC). The certificate is to be provided the latest one week after closing date of applications, and proof of payment is to be sent by closing date of applications. The application form may be downloaded from the MQRIC section on the Malta Further and Higher Education Authority ([www.mfhea.org.mt](http://www.mfhea.org.mt)).*

## Working Conditions

This position is on an indefinite basis with a starting salary of €32,966 per annum and a yearly increment subject to good working performance:

- Career advancement opportunity
- Opportunity for external training sponsorship
- Parking Facility
- Teambuilding activities
- Gym membership

## How to Apply

Interested applicants are to email their Europass CV and a copy of their academic certificates to [recruitment.xjenzamalta@gov.mt](mailto:recruitment.xjenzamalta@gov.mt), by not later than cob Monday 26 May 2025.

Late and/or incomplete applications will not be processed.

*By applying for this position, you are agreeing to the data practices for the collection, use and disclosure of your Personal Information in accordance with the Xjenza Malta Privacy Policy [http:// xjenzamalta.gov.mt/our-privacy-policy/](http://xjenzamalta.gov.mt/our-privacy-policy/). You can withdraw your consent at any time by sending us an email through [recruitment.xjenzamalta@gov.mt](mailto:recruitment.xjenzamalta@gov.mt).*