

**Job Description**  
**Senior Professional Officer (Marketing)**

**Scope**

The Senior Principal Officer (Marketing) will be responsible for developing and executing a marketing strategy to promote HM's products/services, enhance brand awareness and drive customer engagement. The Senior Principal Officer (Marketing) will collaborate with various departments and teams to ensure effective delivery of marketing campaigns.

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**Main Responsibilities**

- Develop and implement comprehensive marketing strategies to achieve organisational objectives.
  - Initiative, lead and manage marketing campaigns for all initiatives
  - Conduct market research and analysis to identify needs, trends, opportunities and customer preferences.
  - Create compelling marketing campaigns for programmes, initiatives, events and other services across museums and sites, including content, graphic design and media.
  - Manage all social media platforms and website content management
  - Actively participate in the concept development and implementation of exhibitions, museum shops, events and initiatives for museums and sites
  - Oversee the production and distribution of marketing collateral including brochures, flyers and advertising initiatives.
  - Monitor and analyse the performance of marketing campaigns and initiatives, and make data-driven recommendations for optimisation.
  - Manage relationships with external vendors, agencies and partners to support marketing initiatives.
  - Stay updated on industry trends, best practices and emerging technologies in marketing.
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- Provide leadership, guidance and mentorship to marketing staff.
  - Works in close collaboration with other Heritage Malta professionals;
  - Observe professional ethics;
  - Ensures adherence to policies, procedures and approved budgets;
  - Other duties as may be assigned by the Agency.
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### **Knowledge**

- Strong knowledge of marketing principles, techniques and best practices.
- Excellent analytical skills and the ability to interpret data to drive marketing decisions.
- Exceptional communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.
- Demonstrated leadership abilities and experience managing a team.
- Proficiency in marketing software and tools, such as CRM systems, analytics platforms and project management tools.
- Creative thinking and problem-solving skills.
- Ability to thrive in a fast-paced environment and manage multiple projects simultaneously.

### **Qualification and experience**

Post-graduate degree (Masters') (MQF Lv 7) plus four (4) years' relevant work experience of which two (2) years in the respective area of expertise;

OR

First Degree (MQF Lv 6) plus six (6) year relevant work experience of which two (2) years in the respective area of expertise;