



METRO EXPRESS LIMITED

Vacancy – Post of Marketing & Communication Officer

The **Metro Express Limited (MEL)** is a registered Mauritian Company wholly owned by the Government of Mauritius and the Company is responsible for the developing, financing, constructing, operating and managing the Metro Express Light Rail System in Mauritius.

Applications are invited from suitably qualified candidates who wish to be considered for the post of **Marketing & Communication Officer** in the MEL.

A. Qualifications

Candidates shall have the following attributes:

- (a) Possess a degree in either marketing, communication, public relations, media studies, journalism or any related discipline from a recognised University or an equivalent qualification acceptable to the Board of MEL.

B. Key Skills and Experience

- (a) Minimum of 5 years' in experience in corporate communications, public relations, advertising, marketing or content marketing role with wide experience in handling members of the press, and familiarity with design and creative agencies.
- (b) Possess an understanding of digital transformation with strong influencing skills and able to work cross-functionally to research and identify media and marketing opportunities.
- (c) Demonstrable project management skills; strong editing skills and attention to detail and excellent copywriting skills.
- (d) Able to think holistically about the integrated marketing communications mix as well as to plan and execute on multiple projects simultaneously in a fast-paced environment.
- (e) Able to collaborate with different stakeholders across the project.
- (f) Able to communicate confidently with journalists and pitch ideas confidently.
- (g) Able to interact and positively influence creative agencies and suppliers to achieve the objectives and business goals of MEL.
- (h) Able to independently conduct desktop research as well as analyse and apply recommendations from in-depth third-party audience research reports to feed in the planning of all integrated marketing communication campaigns of MEL.
- (i) Able to work odd and unsocial hours including weekends and public holidays.

C. Duties

As Marketing & Communication Officer, your role will be to provide support and back-up in delivering media and the integrated marketing communications plans that are aligned to the corporate communications strategy and MEL's business goals. The key duties included but not limited to:

- 1) Act as MEL's brand guardian; protecting and promoting it at all times.
- 2) Distil complex concepts into coherent and easy-to-understand communications and marketing material.
- 3) Act as back-up to the Communications Manager in his work with journalists acting as a junior press officer answering journalists queries and providing statements as required;
- 4) Support the Communications Manager in his work with creative agencies and suppliers in view of maximising income from non-fare revenue workstreams as required;
- 5) Develop and maintain close, productive relationships with key journalists in technology and business press;
- 6) Distribute press releases and relevant information to external parties;
- 7) Identify opportunities and proactively promotes media engagement;
- 8) Analyse media coverage and effectiveness, manage press interest and maintain an accurate record of media activity;
- 9) Plan publicity and marketing strategies and campaigns, and control the output of press releases, briefing sessions, photo opportunities and facility/site visits for the media;
- 10) Provide support in the planning and execution of promotional events, including job fairs, press conferences, road shows, launches and other corporate/showcase events.
- 11) Organise broadcasts as necessary. Monitor media comment and prepare suitable responses aimed at clarifying/correcting any misconceptions;
- 12) Assist the Manager to implement national media and integrated marketing communication campaigns in line with company priorities and objectives;
- 13) Monitor and measure marketing communication campaigns effectiveness;
- 14) Look out for customer service issues and escalations on social channels as well as contribute to and implement the major incident communications plan as required;
- 15) Carry out community engagement on websites and social media, and writing and/or producing presentations, reports, articles, leaflets, journals, newsletters and brochures for both external and internal distribution;
- 16) Provide branding and integrated marketing communication advice to other MEL departments as required; and
- 17) Perform other related duties as assigned.

D. Pay Package

Salary is negotiable based on qualifications and experience.

E. Mode of Application

1. Application Form can be downloaded from MEL website:
<https://www.mauritiusmetroexpress.mu/job-vacancies/>
2. Applications together with photocopies of academic qualifications should be addressed to the Human Resource Manager, Metro Express Limited, Level 3, SICOM Tower, Wall Street, Ebène 72201, **not later than Friday, 31 May 2019 at 1500 hours.**

3. Alternatively, applications together with scanned copies of academic qualifications can also be emailed to registry@metroexpressltd.org
4. The envelope or the title of the email should be clearly marked “**Marketing & Communication Officer**”.
5. Applications received after the closing date will not be considered.

MEL reserves the right not to fill any vacancy following this advertisement and to call for interview only the best qualified candidates.

Date: 16 May 2019