



METRO EXPRESS LIMITED

Vacancy – Post of Sales & Advertising Executive

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 **Sales & Advertising Executive** in the MEL.

A. Qualifications

Candidates shall possess a degree in either sales, marketing, communication, advertising, management 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 7 years' in experience in advertising, marketing, sales or media planning role with proven supervisory and on-field operations skills, and wide experience in handling suppliers, subcontractors 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 sales, marketing and advertising opportunities.
- (c) Demonstrable project management skills; strong editing skills, tactful and attention to detail.
- (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 multiple projects within the integrated marketing communication function of MEL.
- (f) Able to communicate confidently with suppliers as well as advertisers and establish mutually beneficial work relationships.
- (g) Able to interact and positively influence creative agencies and suppliers to achieve the objectives and business goals of MEL.
- (h) Able to independently and creatively identify, evaluate and action sales and advertising opportunities in view of maximising revenue for MEL.

- (i) Able to independently conduct desktop research as well as analyse and apply recommendations from in-depth third-party research reports to feed in the planning of all revenue strategies of MEL.
- (j) Able to work odd and unsocial hours including weekends and public holidays.

C. Duties

As Sales & Advertising Executive, your role will be to plan, help in devising and implement strategies that are geared towards delivering sales & advertising plans in order to maximise revenue that are aligned to the corporate communications and marketing 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) Advise and report to the CEO, or designate, on matters related to Sales and Advertising strategies and issues;
- 3) Implement sales, advertising and marketing campaign activities to support the commercial and reputational growth of the organisation which includes briefing and liaising with creative agencies, managing photographers, proof reading, event management and generating content;
- 4) Deliver effective and impactful online content to support the growth of MEL's digital channels; delivering content for social media, creating marketing emails and generating content for the website;
- 5) Effectively measure and report on all marketing activities to support continual improvement of integrated marketing communications. This includes but not limited to key marketing metrics; return on investment, social listening, click through and open rates, sentiment, favourability, brand awareness and customer satisfaction;
- 6) Support the Communications Manager in his work with creative agencies and suppliers in view of maximising income from all revenue-generating work streams as required;
- 7) Identify opportunities and proactively promotes external stakeholder engagement;
- 8) Plan sales, advertising, publicity and marketing strategies as well as campaigns, including briefing sessions, photo opportunities and facility/site visits;
- 9) Provide support in the planning and execution of promotional events, including job fairs, press conferences, road shows, launches and other corporate/showcase events;
- 10) Assist the Manager to implement national media and integrated marketing communication campaigns in line with company priorities and objectives;
- 11) Monitor and measure MEL's integrated marketing communication campaigns effectiveness;
- 12) 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; and
- 13) 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 Monday, 16 September 2019.**
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 "**Sales & Advertising Executive**".
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: 2 September 2019