

POSITION DESCRIPTION



MARKETING AND COMMUNICATION OFFICER

Position No.	MEL2301-06-23
Vacancy Type	Internal & External
Classification	PSI 7
Salary	25,700 x 600 – 27,500 x 800 – 37,100 x 1,000 – 46,100.
Employment Type	Permanent Position
How to Apply	<p>Online applications are preferred. For online application and downloading Application Form, please visit: https://mauritiusmetroexpress.mu/job-vacancies/?lang=en</p> <p>Via email: Applications together with scanned copies of academic qualifications can also be emailed to: - career@metroexpressltd.org</p> <p>Via post: Applications together with scanned copies of academic qualifications can also be addressed to: - Human Resources Manager Metro Express Limited, Level 3, SICOM Tower, Wall Street, Ebène 72201</p> <p>The envelope or the title of the email should be clearly marked “Marketing and Communication Officer”.</p>

Position deadline	Monday, 17 July 2023 Applications received after the closing date will not be considered.
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Job Title:
Marketing and Communication Officer

Reporting Line:
Chief Executive Officer or any other person designated by the CEO

We are looking for prospective employees 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

Function/Division:

Corporate

Location:

Ebene/Richelieu

Qualifications:

- (i) 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
- (ii) 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

Attributes:

- a) Possess an understanding of digital transformation with strong influencing skills and able to work cross-functionally to research and identify media and marketing opportunities.
- b) Demonstrable project management skills; strong editing skills and attention to detail and excellent copywriting skills.
- c) 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.
- d) Able to collaborate with different stakeholders across the project.
- e) Able to communicate confidently with journalists and pitch ideas confidently.
- f) Able to interact and positively influence creative agencies and suppliers to achieve the objectives and business goals of MEL.
- g) 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.
- h) Able to work odd and unsocial hours including weekends and public holidays

Duties & Responsibilities:

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. To perform such other duties related to the main duties listed above or related to the roles ascribed to him.

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