

POSITION DESCRIPTION



PARK & LEISURE TRAINEE (under YEP Programme)

Position No.	MEL002-08-2023
Vacancy Type	Internal & External
Employment Type	Trainee (under YEP Programme)
How to Apply	<p>Online applications are preferred. For online application and downloading Application Form, please visit: https://www.mauritiusmetroexpress.mu/job-vacancies/</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 “Park & Leisure Trainee (under YEP programme)”.</p>

Position deadline	Wednesday, 16 August 2023 Application made without completed MEL Application Form and received after the closing date will not be considered.
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Job Title:
Park & Leisure Trainee

Reporting Line:
Park & Leisure Manager

Department/Division:
Corporate / Park & Leisure

Location: Ebene Recreational Park

Qualifications:

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

B. Key Skills and Experience

- a) Knowledge in corporate communications, public relations, advertising, marketing, or content marketing role.
- 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 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 work odd and unsocial hours including weekends and public holidays.

C. Duties

As Park & Leisure trainee, your role will be to provide support and back-up in delivering integrated marketing communications plans that are aligned to the company strategy for the Ebene Park and MEL's business goals. The key duties included but not limited to:

1. Assist the Park and Leisure Manager and the Park and Leisure Officer as a brand guardian; protecting and promoting Ebène Recreational Park all times.
2. Provide support in the planning and execution of events, hosted at Ebène Recreational Park.
3. Generate leads, identify new customers & opportunities, and educate them on Ebène Recreational Park
4. Organise and participate in sales and marketing events as and when required;
5. Prepare and send out marketing mails on a regular basis;
6. Manage social media and web Pages of the Company;
7. Create writeups as and when necessary;

8. Work in close collaboration with other partners and organise relevant activities;
9. Assist in the preparation of quotations and proposals;
10. Assist the Park and Leisure Manager/ Park Officer during events hosted at the park (Weekends, Public holidays or odd hours).

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