



## MARKETING AND COMMUNICATION OFFICER

<b>Position No.</b>	MEL0725
<b>Vacancy Type</b>	Internal & External
<b>Classification</b>	PSI 7
<b>Employment Type</b>	Permanent Position
<b>How to Apply</b>	<p>Online applications are preferred. For online application and downloading Application Form, please visit: <a href="https://mauritiusmetroexpress.mu/job-vacancies/?lang=en">https://mauritiusmetroexpress.mu/job-vacancies/?lang=en</a></p> <p>Via email: Applications together with scanned copies of academic qualifications can also be emailed to: - <a href="mailto:career@metroexpressltd.org">career@metroexpressltd.org</a></p> <p>Via post: Applications together with scanned copies of academic qualifications can also be addressed to: - <b>Human Resources Manager</b> Metro Express Ltd Metro Express Depot Branch Road, Richelieu</p> <p>The envelope or the title of the email should be clearly marked "<b>Marketing and Communication Officer</b>".</p>
<b>Position deadline</b>	<p><b>Thursday, 30 April 2026 at 15h00</b></p> <p>Applications received after the closing date will not be considered.</p>
<b>Job Title:</b> Marketing and Communication Officer	<p>We are seeking candidates to provide support and back-up in delivering media and the integrated marketing communications plans that aligns with MEL's corporate communications strategy and business goals.</p>
<b>Reporting Line:</b> Marketing and Communication Manager	
<b>Function/Division:</b> Corporate	<b>Qualifications:</b>
<b>Location:</b> Richelieu	(i) Possess a degree in either marketing, communication, public relations, media studies, journalism or any related discipline from a recognised

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University or an equivalent qualification acceptable to the Board of MEL

- (ii) Minimum of 2 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 media and the public.
- 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 quantitative and qualitative Surveys and 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
- i) Ability to use marketing digital app such as CANVA, ADOBE, WIX, WORDPRESS, CAPCUT , premiere rush etc..
- j) Ability to create and edit short videos for social media
- k) Has some sales skills

**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 and Commercial team in working with creative agencies and B2B clients to maximize **non-fare revenue**; specifically through the creative marketing of station retail spaces, transit advertising, and other commercial assets;
5. Develop and maintain close, productive relationships with key stakeholders such as media, potential client and the customer (Internal and External);
6. Distribute press and social media releases and relevant information to external and internal parties;
7. Identify opportunities and proactively promotes media engagement;
8. Analyse media coverage and effectiveness, manage social media accounts and maintain an accurate record of media activity;
9. Plan publicity and marketing strategies and campaigns, and control the output of marketing or communication contents , briefing sessions, photo opportunities and facility/site visits for the media and potential clients ;
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 digital presence of the company on social media, traditional media 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 through reporting and use of A/B testing digital content ;

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/her.
18. Design, produce, and manage a high volume of integrated content, ranging from digital assets (social media graphics, web banners, and email newsletters) to physical collateral (station posters, wayfinding signage, brochures, and vehicle branding).
19. Develop and maintain a comprehensive Commercial Media Kit, ensuring that technical specifications for physical and digital advertising assets are accurate and professionally presented to potential partners.
20. Monitor the performance and visual quality of commercial displays across the MEL network, ensuring that all third-party advertisements and retail signage are maintained to a high standard.

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

**Date: 03 April 2026**