

JOB DESCRIPTION

Position: *Head Public Relations and Marketing*

Line Supervisor: *Chief Officer Corporate Services*

1. ABOUT THIS ROLE

The Climate Action Authority (CAA) is seeking a skilled public relations and marketing manager to lead our marketing and communications team in upholding our corporate image while increasing brand awareness. We are looking for professionals with experience in both public relations and team management who can develop and maintain important relationships with media professionals, find press opportunities, and leverage our brand story across the ever-expanding digital landscape. Our preferred candidate is equipped with great communication skills, exemplary storytelling abilities, a keen sense of social media strategy, experienced in developing and executing marketing campaigns while managing and inspiring a team. The manager should be equally proficient with day-to-day marketing activities and long-term strategizing and strive under tight deadlines to meet the company's changing needs.

The Head PR and Marketing is responsible for the fulfilment of duties within the Climate Action Authority, as assigned to them, and in line with the aims and objectives of the Authority and in accordance with relevant legal instruments, including, *inter alia*, the Authority Act, subsidiary national legislation, and European Union and international legal instruments as may be applicable.

The Head of PR and Marketing will occupy a unique and exciting role within CAA as they sit at the heart of our organisation and work across all teams, giving them insight into all our work and allowing them to draw this together to build an exciting, engaging narrative and body of work to build our profile.

2. POSITION OBJECTIVES

- To ensure that assigned duties are performed and fulfilled in accordance with the aims and objectives of the Authority.
- To contribute towards the achievement of the objectives and functions of the Authority through effective and efficient planning, managing, controlling and fulfilling of assigned duties.

3. DUTIES OF OFFICER

The job duties for the post may be viewed in Annex A.

4. ORGANISATIONAL RELATIONSHIPS

4.1 Structural

Responsible to the Line Superior or their representative.

The Job Holder may be required to coordinate teams within the Authority to work on specific tasks or projects, and thus be responsible for one or more other staff members.

4.2 Authority

The Job Holder has the authority to take any reasonable action consistent with position objectives and responsibilities and subject to any direction given by the Line Superior or their representative.

4.3 Responsibility

The Job Holder is responsible for the satisfactory performance of the Duties and Responsibilities of the Officer in Annex A.

The Job Holder shall foster, promote and contribute to a culture of work ethic and service to the public.

4.4 Accountability

The Job Holder is accountable for all the duties undertaken. The performance and effectiveness of the appointee will be gauged by considering the following:

- the provision of technical advice and expertise within budgets;
- the provision of services within the agreed time frames;
- the sensitivity to concepts of cost-effectiveness and added value;
- initiative and innovative spirit shown;
- quality of the service provided.

4.5 Cooperation and Teamwork

The Job Holder shall promote and contribute to a culture of cooperation, collaboration and teamwork within the Authority.

4.6 Supervision

The Job Holder will receive directives from the Line Superior or their representative.

4.7 Success Metrics

- Achievement of key performance indicators related PR and Marketing initiatives;
- Successful planning, implementation and execution of marketing plan;
- Strengthen the Authority's visibility.

5. **ELIGIBILITY REQUIREMENTS**

5.1 Qualifications and Experience

Bachelor's Degree in Public Relations, Marketing, Communications, Journalism, Environmental Science, or a related field preferably with minimum of 7 years of working experience and 4 years in a leadership role.

Experience in PR and Marketing focusing on climate and environmental advocacy, or related fields is highly desirable.

A Masters' qualification at MQF Level 7, or equivalent, must comprise a minimum of 90 ECTS/ECVET credits or equivalent¹. A recognised Masters' qualification with a minimum of 60 ECTS/ECVET is only accepted subject to an MQRIC formal Masters' recognition statement being submitted with the application.

A recognised Masters' qualification from the University of Malta (awarded pre 2009) with less than 60 ECTS/ECVET credits is acceptable provided that it is verified by MQRIC that the workload is comparable to at least 60 ECTS/ECVET credits.

Qualifications at a level higher than that specified will be accepted for eligibility purposes, provided they meet any specified subject requirements.

5.2 Other

The applicant must be able to communicate in both Maltese and English languages.

The appointment of candidates who are not citizens of Malta may necessitate the issue of an employment licence in so far as this is required by the Immigration Act and subsidiary legislation. Jobsplus should be consulted as necessary on this issue.

5.3 Skills and Attributes

- Exceptional verbal and written communications skills;
- Excellent organisation and prioritisation skills;
- Ability to work in partnership and with flexibility;
- Ability to build and maintain influential external relationships and strategic alliances;
- Ability to work as a team player, enlisting support from others;
- Strong interpersonal skills and the ability to work effectively with diverse teams and stakeholders;
- Excellent attention to detail;
- A strong track record of crafting and managing messaging;
- A strong track record of PR strategy and media relations;
- Experience of managing the PR and digital functions for an organisation;
- The ability to manage multiple tasks concurrently and meet deadlines;
- Proficiency in digital media and social media platforms and related attributes;
- A commitment to CAA's mission;
- Passion for climate action and environmental issues, creativity, and a proactive approach to communication challenges.

6. **OTHER PROVISIONS**

6.1 This appointment is subject to a probationary period of twelve (12) months.

6.2 Selected candidates must be of conduct which is appropriate to the post/position applied for. Prior to appointment, selected candidates must produce a Certificate of Conduct issued by the Criminal Records Office or other competent authority not earlier than six (6) months from the closing date of this call for applications, which should be submitted by the selected candidate within one (1) week from the date of the notification of appointment.

6.3 Submission of documentation with application:

- I. CV
- II. Covering letter
- III. Scans of certificates/transcripts and/or testimonials or Jobsplus records or similar supporting work experience
- IV. Scan of ID Card/ passport

At interview:

- I. Originals of certificates/transcript presented with application (for verification)
- II. Original ID card or passport (for verification)
- III. MQRIC certification of equivalence in case of foreign qualifications

Prior to signature of contract of employment:

- I. Jobsplus / Identita (Identity Malta) permit to work, if applicable
- II. Certificate of good conduct (original/s)

6.4 In terms of the requirements emanating from Directive 16, regarding the “Governing Framework for Preventing and Managing Conflicts of Interest in the Public Administration”, issued by the Principal Permanent Secretary on 27th November 2023 and which came into force on 1st February 2024, the Selection Board will assess candidates’ previous employments to assess potential conflicts of interest. In this respect, candidates are to provide a completely updated CV, including qualifications and employment history with their application. Any potential conflict of interest matters noted will be reported, to ensure that should the candidate be recruited, such conflicts of interest would be appropriately managed. Moreover, selected candidates are to report any known actual, potential or apparent conflicts of interest prior to accepting an appointment, through the prescribed Declaration available at Appendix 1 to Directive 16.

Duties and Responsibilities

Objectives of this Role:

- Develop a professional corporate image;
- Coordinate press opportunities;
- Nurture and leverage relationships with existing and potential media partners;
- Review and manage PR budget and goals;
- Grow and maintain stellar brand awareness;
- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments;
- Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration;
- Analyse customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies;
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics;
- Partner with email, performance marketing, and web teams to design, test, and evolve leadnurturing tactics.

Responsibilities:

- Coordinate and propose public relations objectives
- Develop a PR and Marketing plan, and ensure execution of the planned the marketing initiatives;
- Oversee the communications unit manager and Stakeholder Management/ Public Engagement;
- Oversee social media team and assess digital content
- Manage media inquiries and schedule interviews
- Process, monitor, and communicate PR reports on a quarterly basis
- Stay on top of industry trends
- Help develop creative briefs and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets
- Conceptualize and execute on multichannel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging in all channels
- Manage content and updates for customer and internal touch points, establish budget guidelines, participate in events, document business processes, and provide sales support
- Gather customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads

- Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly
- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies, and budgets
- Lead the PR strategy including identify target audiences and outlets, maintain the forward look calendar, cultivating journalist relationships, drafting media statements, managing launches and announcements, achieving media coverage;
- Manage the team to deliver our Digital Strategy, and look for opportunities to further engage our stakeholders through digital;
- Oversee maintenance of the website and ensure it continues to be up-to-date and engaging;
- Ensure we achieve CAA's PR and digital target KPIs.

Relaying Key Messages:

- Lead on developing and managing the CAA's brand messaging as part of the upcoming comms strategy with focus on Climate Action;
- Ensure all comms is in line with messaging guidelines and the Authority's responsibilities;
- Train and support staff in use of messaging;
- Develop, produce and update the key messaging resources for staff, including template presentations, speeches and fundraising materials.

Driving communications across the organisation

- Work closely and collaboratively within the corporate services department to:
 - Maximise the communications value of policy, regulatory and research initiatives;
 - Maximise the communications value across all events;
 - Provide communications support to enable colleagues to achieve organisational objectives.

Other Duties

- Strategy Development - develop and implement comprehensive communication strategies that align with the organization's goals and objectives.
- Public Relations - manage media relations, including drafting press releases, organizing press conferences, and responding to media inquiries.
- Content Creation - creation of high-quality content for various platforms, including websites, social media, newsletters, and reports.
- Brand Management - ensure consistent messaging and branding across all communication channels.
- Stakeholder Engagement - build and maintain relationships with key stakeholders, including government agencies, NGOs, industry partners, and the public.

- Formal Reporting - ensure that PQ's are answered appropriately and manage the preparation and publication of Annual Reports and drafting of any other reporting requirements for the Ministry.
- Report Design – finalise reports developed by technical teams to ensure that they are visually appealing and have well-structured layouts.
- Team Leadership - lead and mentor any staff assigned, fostering a collaborative and innovative work environment.
- Crisis Communication - develop and implement crisis communication plans to effectively manage and mitigate potential risks.
- Analytics and Reporting - monitor and analyse communication metrics to assess the effectiveness of strategies and make data-driven improvements.

And to carry out any other duty as may reasonably be directed by the Line Superior and or their representative.