

JOB DESCRIPTION

Position: Team Leader – Communications

Reports to: Head PR and Marketing

1. BASIC FUNCTIONS

The Climate Action Authority is the first of its kind, and we know our excellence depends on our staff. Our leadership needs an experienced and dedicated Team Leader to drive workflows and ensure high levels of performance amongst the team. The **Communications Team Leader** 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 Communications Team Leader will provide support to the Head of PR and Marketing in the management of all communications and public relations functions, as well as in the implementation of strategies and the management of initiatives to ensure the authorities' capabilities. A candidate who can create high-quality content that resonates with both internal and external stakeholders in relation to the Authority's brand image is required for this position. The chosen candidate will ensure that all duties and functions contained within this section are completed in a timely and efficient manner by providing the necessary support, management, and skills.

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 objectives of the Authority through effective and efficient planning, managing, controlling and fulfilling of assigned duties.

3. DUTIES OF TEAM LEADER

The Communications Team Leader is responsible for the satisfactory performance of the duties in Annex A.

The Communications Team Leader shall foster, promote and contribute to a culture of work ethic and service to the public and suppliers.

4. ORGANISATIONAL RELATIONSHIPS

4.1 Structural

Reports to the Head of PR and Marketing.

The Communications Team Leader may be required to coordinate teams within the Authority to deliver assigned tasks and thus be responsible for one or more other staff members.

4.2 Authority

The Communications Team Leader 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 Communications Team Leader is responsible for the satisfactory performance of all the above duties.

4.4 Accountability

The Communications Team Leader 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 Communications Team Leader shall promote and contribute to a culture of cooperation, collaboration and teamwork within the Authority.

4.6 Supervision

The Communications Team Leader will receive direction from the PR and Marketing Head or their line superior.

4.7 Success Metrics

- Achievement of key performance indicators related to reporting obligations;
- Successful implementation of reporting policies and procedures.

5. ELIGIBILITY REQUIREMENTS

5.1 Qualifications and Experience

- In possession of a recognised Master's degree at MQF Level 7 (subject to a minimum of 90 ECTS/ECVET credits, or equivalent*) in Communications and/or Marketing and / or Digital Marketing and / or Public Relations and/or Journalism or in relevant areas as determined by management;

OR

- In possession of a First-degree qualification at MQF Level 6 (subject to a minimum of 180 ECTS/ECVET credits) in Communications and/or Marketing and/or Digital Marketing and/or Public Relations and/or Journalism and/or in relevant areas as determined by management, preferably with 3 years' experience in related sector;

OR

- In possession of a Higher Diploma at MQF Level 5 (subject to a minimum of 60 ECTS/ECVET credits) in Communications and/or Marketing and/or Digital Marketing and/or Public Relations and/or Journalism preferably with 5 years' experience in a related sector.
- Proven experience in or a similar role will be considered an asset.
- Proven experience working with government agencies and industry representatives is an advantage and will also be considered an asset.

5.2 Other

The applicant must have:

- Ability to communicate in Maltese and English languages.
- Excellent negotiation and communication skills.
- Strong analytical and problem-solving abilities.
- Attention to detail and strong organizational skills.
- Proficiency in Microsoft Office Tools and other relevant statistics and analytical tools.

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.

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. Original ID card or passport (for verification)
- ii. MQRIC certification of equivalence in case of foreign qualifications

Prior to signature of contract of employment

- i. Originals of certificates/transcript presented with application (for verification)
- ii. Jobsplus / Identita (Identity Malta) permit to work, if applicable
- iii. 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.

Annex A

Duties and Responsibilities

Under the guidance and direction of the Head of PR and Marketing, the duties of the Communications Team Leader include:

- Assisting in the development and implementation of comprehensive communication and PR plans and campaigns to promote the Authority's mission, programmes, initiatives, in line with the Authority's goals.
- Assisting in the management of external communications, including media relations, press releases, and articles, steering them through publication, and ensuring efficient communication with clients and the public, while ensuring alignment with the Authority's overall communication objectives.
- Collaborating to create engaging and relevant content for various platforms, including digital, print, and social media, to elevate the Authority's visibility and communicate its core functions and value proposition.
- Creating and implementing strategies to amplify public awareness and engagement, thereby augmenting the Authority's reputation and expanding its follower base.
- Ensuring consistent brand messaging and adherence to branding guidelines across all channels.
- Cultivating and maintaining relationships with media outlets, social partners, influencers, and other relevant stakeholders.
- Monitoring and analysing media coverage, digital performance metrics, and public perception of the Authority, and using this information to help create comprehensive updates and recommendations to improve future marketing strategies and campaigns while highlighting risks that might influence the Authority's reputation.
- Staying informed about industry trends, best practices, and emerging technologies in comms & PR.
- Assisting in organising and promoting events, conferences, and workshops, as well as any other events.
- Participate in conferences, workshops, as well as any other company events.
- Collaborating in the development of speeches, presentations, and various communication materials to ensure clarity, effectiveness, and alignment with the Authority's objectives.
- Contributing to branding initiatives by providing support in various aspects such as design conceptualisation, merchandise development, and other related activities.
- Assisting in the development and management of the communications and PR budget efficiently and monitoring expenditures while ensuring cost-effective strategies and action.
- Facilitating internal communications initiatives to enhance engagement, alignment, and transparency across the organisation.
- Performing duties as requested by the Head of PR & Marketing or other employees holding a senior management position within the Authority.

Reporting and Evaluation

- In liaison with the CEO and the Head of PR & Marketing, prepare work schedules and workplans for any direct subordinates and to review performance on regular basis against set objectives.
- Report sectional achievements, KPIs to the CEO and the Head
- Offer assistance and/or advise other Authority's staff in matters arising.

- Ensure best attitude, behaviour, language and appearance, thus portraying the best image and reputation of the Authority.
- Report to the CEO and the Head PR & Marketing, any anomalies regarding the above.
- Be subjected to a performance appraisal.
- Carry out any other work as deem necessary by the line superior and in association to the role.

The Team Leader shall coordinate work between officers and senior officers and report back to the Head PR and Marketing to ensure that deliverables are presented in a timely manner.