

14th June 2024

SENIOR OFFICER/OFFICER (COMMUNICATIONS)

Job Description

The role of the Senior Officer/Officer (Communications) (CO) is to assist the Chief Executive Officer (CEO) in building rapport with the general public, customers, private entities, ministries, government entities and departments, EU institutions and networks, and any other stakeholders and in maintaining a positive image for the Bank.

The CO is also responsible to support the CEO in enhancing MDB's reach and visibility through excellent communication and salesmanship and in ensuring the articulation of MDB's desired image and position and its communication throughout the Organization and to all stakeholders.

The CO reports to the CEO on communication issues but administratively falls within the Corporate Services Department. Though reporting to the CEO, this position is **not** equivalent to the position of Chief Officer but has the status according to the grade at which the CO is engaged within the Corporate Services Department. The MDB offers a flexible work environment where employees are encouraged to take on new challenges and learn new skills. In line with the exigencies of work, employees may be assigned to different functions as needed.

Principal Responsibilities

The CO is responsible to:

- Take the lead role in assisting the CEO executing corporate campaigns thus enabling the cultivation and enhancement of strong and meaningful relationships with the target audience, external partners, and key media outlets.
- Supporting the creation and oversight of the Bank's published content, including but not limited to the Bank's website, social media, annual report, press releases and any other matters reflecting the Bank's corporate image.

Main Functions

- Coordinate and manage the Bank's public awareness strategy, identify key marketing trends and opportunities.
- Assist in sustaining a good image of the Bank through planned publicity and information campaigns, and PR activities.



- Ensure that press releases and other published communication are drafted and reach the media on time. Organize press calls when appropriate.
- Organize effective and image-enhancing responses to published letters or statements concerning the MDB, as appropriate.
- Assist in creating marketing materials and presentations, and to contribute to the handling and monitoring of the Bank's advertising. Liaise with the Bank's publicity and marketing consultants, if any.
- Effective social media management through regular posts, at least on a weekly basis, on the main social media platforms deemed appropriate by the CEO. Organize regular podcasts with Bank officials.
- Ensure that the Bank's website is updated on time and with the latest information available.
- Ensuring that all content published by the Bank, both in print and online, is edited to conform to the Bank's brand guidelines, values and messages. This also applies to any physical items that reflect the image of the Bank.
- Provide administrative support ensuring that records are kept to the highest standards. Important documents shall be sent to the Records and Archives officer.
- Monitor the media on matters relating to the Bank and report to the CEO important news or developments.
- Maintain a media library recording all official events of the Bank and any activities in which there is the Bank's participation or the Bank is mentioned.
- Coordinate the administrative aspect in relation to the publication of the Bank's annual report, liaising with the printer regarding design, printing and distribution.
- Build a sound relationship with the media stakeholders and other organizations.
- Follow up any requests for advertising and publicity ensuring the right standards are reached and adhered to.
- Coordinate and make arrangements for the organisation of meetings, seminars, conferences, dinners, and visits by distinguished guests and delegations, to and from the Bank, and other events hosted by the Bank or to which the Bank is invited. Organize press meetings as and when required. Coordinate and handle interviews, broadcasts and appearances on the media.



- Monitor outsourced services in relation to the above-mentioned activities, applying cost control and adhering to the Bank's procurement standards.
- Process documentation pertaining to the above for the necessary action to be taken, for payment, filing or onward transmission.
- Deal with requests for sponsorships and donations as directed by the CEO and in accordance with relevant Policy documents.
- Regularly report PRO activities to the CEO.
- Attend meetings when requested to keep abreast of the Bank's new initiatives, programmes and developments to be able to execute the business development and communications strategy.
- Co-ordinate the Bank's publications, website content, social media platform content, and corporate signage.
- Constantly updating and developing comprehensive policies and procedures regarding the Bank's communication strategy.
- Proactively suggest communication and public relations initiatives to enhance the image and effectiveness of the MDB.
- Co-ordinate CO activities in consultation and co-operation with other officers of the Bank.
- To perform any other duties which may be assigned from time to time.

Candidate profile and experience required

- A qualification in Communications or related field of study at Malta Qualification Framework (MQF) Level 6 or better, duly certified by the Malta Qualifications Recognition Information Centre (MQRIC).
- Have a minimum of three (3) years of experience in communications.
- Be proactive and flexible and work well in teams and on own initiative.
- Ability to multi-task, meet strict deadlines and produce high-quality work.
- Excellent written and verbal communication skills.
- Have strong attention to detail.
- Fluency in Maltese and English



Other important information

Promising candidates may be requested to provide contact details of referees and may be requested to undertake a medical examination at the expense of MDB.

The MDB shall process information provided by candidates solely for the purpose of this vacancy. In the event of unsuccessful applications, the Bank may keep applicants' personal data on file for a period of up to six months following the date that the post applied for was filled. Applicants' information will only be used to identify any future employment opportunities within the MDB for which applicants may be suited. Applicants are free to withdraw their application and their consent to the retention of their personal data, at any time. For further information, please read the MDB's privacy notice which can be found on our website (<https://mdb.org.mt/en/home/Pages/Privacy-Notice.aspx>).

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