


Job Description		Ad No:	ABT 03 / 20	Rev #	1.3	 <small>\\Filesrv\hr\HRAdminFiles\HRDocuments\HumanResources\JobAdverts\2020\ABTC-MarketingExecutive-18-Dec-19.docx</small>
Prepared By:	MJG	Expected Start Date:		Q1 2020		
Approved By:	PRS	Last Revision Date:		18-Dec-19		

Immediate Vacancy

Marketing Executive


This challenging position requires the candidate to provide a variety of supporting and leadership activities within the Marketing and Business Development Department of the **AquaBioTech Group**. Roles include actions such as the organisation and coordination of all exhibitions and scientific conferences that the company attends; and the development of all marketing material, including videos and social media. The candidate should be fluent in written and spoken English and ideally at least one other language.

Synopsis of position offered

A position within the **AquaBioTech Group** has arisen for a suitably qualified person to work within the Marketing and Business Development Department. The responsibilities of the selected candidate are focused on all the marketing actions that the company is engaged in, as well as supporting certain business development activities.

The responsibilities of the selected candidate are defined as follows:

- Develop and implement the marketing and branding strategy and related tactics to raise the profile of the company implementing various day-to-day tasks of the department;
- Prepare specific and customised marketing material, in various forms (artwork, videos, electronic, etc), for each of the respective departments of the company and ensure that all marketing carries the corporate brand with continuity;
- Creation of digital promotional material and the procurement of images and printing;
- Develop marketing and communication toolkit and guidelines. Ensure that all AquaBioTech Group employees are well versed with these guidelines through training and follow up activities;
- Planning and organising the company's participation in international conferences, events and exhibitions;
- Planning and organising the company's participation in CSR activities;
- Assist and aid with the development of new product launches
- Prepare and oversee the company's marketing budget;


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- Maintain and improve the company presence on social media and all digital communication channels;

The role of the marketing executive could include supporting the business development team in the following tasks:

- Organise local promotional events for the company and ongoing projects;
- Attend relevant client and/or business to business events and meetings to network and represent the company. Ensure effective and timely follow up to maintain good partnerships.
- Support the various development teams in the preparation of international tenders and commercial offers ensuring the corporate branding is consistently applied;
- Preparation of award submissions and participation in competitions;
- Support project teams with tender / grant application in tasks related to dissemination, communication and marketing of the project;
- Manage the promotional campaigns with the Research & Innovation Projects Team
- Occasional travel for foreign projects could be required;
- Assist the business development director with additionally required tasks;

Reporting directly to the Business Development Director, the position is demanding, requiring a person who is highly motivated, proactive and self-organised. The selected person must be prepared to work to very tight deadlines in isolated and multi-functional projects and in conjunction with a team of international staff based at our head-office in Malta, but also with our staff based in other countries.

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Qualifications Overview

A successful candidate will have a minimum of a bachelor's degree in either Marketing, Business Administration, Economics or related areas, and ideally a M.Sc. in one of the fields.

Experience – internships included – working in the field is required.

The selected candidate will have to speak and write English fluently and have solid capabilities within the Microsoft package. In addition, the candidate must be able to work under tight deadlines, have a sense of urgency and a commitment to the timely completion of projects, pay attention to details along with a commitment to quality and confidentiality, as well as being able to work within a multicultural team. Effective communication skills and problem-solving abilities are required.

Knowledge within basic HTML web coding and/or CMS systems, Graphic Design (InDesign, Photoshop, Illustrator) and Adobe packages is preferred but not essential. International working experience and customer relationship management (CRM) experience is also welcomed.

Financial Package

The successful candidate will be offered a long-term, fixed-term contract with the company. The starting package offered for this position will be structured largely upon the chosen candidate, reflecting the experience the candidate brings to the company, but also in line with the cost of living in Malta and could include an accommodation package, if required.

Application Procedure

Further information about the **AquaBioTech Group** and the services we offer can be viewed at www.aquabt.com. Applicants are required to submit a full *Curriculum vitae* in the **AquaBioTech Group** Europass format that **must** be downloaded from our website – **no other Cv formats will be accepted.**

Questions about the application should be directed to the Director of Administration, on hr@aquabt.com