

## **JOB DESCRIPTION –OVERSEAS DIRECTOR - UNITED KINGDOM & IRELAND**

**DIRECTORATE**            Marketing

**REPORTS TO**            Chief Marketing Officer

### **Main Objectives of the Job**

As an Overseas Director based in MTA UK Office, the main objective of this position is to increase the awareness of the Maltese Islands as an all year round destination and place Malta strongly in the UK travellers' minds as a preferred destination. The Director will also focus on Malta's identified market segments and prioritises marketing activities to increase visits throughout the year, hence achieving an improved seasonality flow of tourists to the Maltese Islands, maximise utilisation of flight seat capacity floated on the UK market as well as to maximise the ROI of MTA's and tourism stakeholders investment in the UK market.

### **Main Duties and Responsibilities**

- To be responsible for the daily management of MTA UK office in collaboration with other members of the UK office team;
- To implement the MTA's Marketing and Promotional Plans and Policies efficiently and effectively in the UK and Ireland;
- To implement all marketing actions, media and PR plans via joint efforts with appointed PR & Advertising agencies in the UK and Ireland as well as monitor advertising & PR campaigns on a regular basis;
- To implement and monitor Tour Operator Support Actions with a commercial view to maximise returns on investment;
- To source out new opportunities to support the promotion and marketing of Malta and the growth in tourist arrivals from the territory;
- To communicate with, liaise and involve the relative Marketing Unit in Head Office in Malta in the implementation of plans set for each identified segment in the UK;
- To manage and monitor budgets allocated to the UK office and to ensure that all actions planned are executed within the budget allocation.

### **Additional Duties**

- Organisation of MTA's participation and regular attendance representing MTA in travel fairs, workshops and other relevant events in the UK and Ireland;
- Meeting and answering questions by journalists;
- Maintain a good working relationship with the Malta High Commission in the UK, the Embassy of Malta in Ireland, Airlines, Tour Operators, MICE organisers, Travel Agents as well as all media in the UK;

- Delivering destination presentations to UK and Ireland trade and public as the case applies;
- Keeping up to date records of MTA UK and Ireland office commitments, financial transactions, own and staff travel expenses as well as office-related expenses and requesting funds from Head Office as necessary.

### **Competencies**

- Must have proven leadership, management and strategic management skills;
- Must be task-oriented, capable of reaching set targets within established and agreed performance levels;
- Must have the ability to handle simultaneous projects with professionalism and accuracy;
- Must be well-versed in current marketing trends and issues;
- Must be a person of integrity, outgoing and assertive with excellent communication and interpersonal qualities;
- Must have proven analytical skills;
- Must possess sound negotiation skills;
- Must be computer literate and proficient in office automation software;
- Must possess very good public speaking and presentation skills;
- Must be organised and possess good time management abilities;
- Must be prepared to reside in London and travel since job entails extensive travelling.

### **Qualifications and Experience**

- Must have a Post-graduate degree (Masters) at MQF Level 7 in Marketing, Communications, Tourism Studies or Business Management, or an appropriate, recognized, comparable qualification, and four (4) years relevant work experience of which two (2) years must be in a managerial position;  
**OR**
- Must have a first degree at MQF Level 6 in Marketing, Communications, Tourism Studies or Business Management, or an appropriate, recognized, comparable qualification, and six (6) years relevant work experience of which two (2) years must be in a managerial position;  
**OR**
- A minimum of seven (7) years experience in Marketing, Communications, Tourism Studies or Business Management of which two (2) years were in a managerial position;  
**AND**
- Excellent knowledge of the English language (both written and spoken) is a must. Additionally, knowledge of the Maltese language will be considered as an asset.

Interested candidates are to send their application together with an up to date CV to the Human Resources Department on [hr@visitmalta.com](mailto:hr@visitmalta.com) by not later than Sunday 7<sup>th</sup> July 2019.

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