

JOB DESCRIPTION – EXECUTIVE – VISITMALTA INCENTIVES AND MEETINGS

Department: VisitMalta Incentives and Meetings
Reports to: VisitMalta Incentives and Meetings Head of Department and Managers

Main Objectives of the Job:

Reporting to the VisitMalta Incentives and Meetings Head of Department (HOD) and senior person(s), the role of the VisitMalta Incentives and Meetings Executive is to assist, coordinate and implement operational, logistical and administrative tasks related to the department and overall marketing plan.

Main Duties and Responsibilities:

- Under the directions and guidance of the VisitMalta Incentives and Meetings HOD and senior person(s) the Employee is required to assist and administer various projects and tasks specifically related to VisitMalta Incentives and Meetings;
- Required to provide assistance to senior person (s) and to the rest of the team;
- Responsible for the execution of projects/ tasks assigned in an effective and efficient manner;
- Projects include Familiarisation Visits, Press Trips, Site Inspections or visits, events being organized or supported by VisitMalta Incentives and Meetings (including workshops, networking events, forums and fairs/trade shows taking place locally and/or overseas);
- Tasks include:
 - Issuing of Expressions of interest and keeping record of trade registrations;
 - Conducting research and liaising with MTA's Research Division;
 - Collecting and entering data;
 - Coordination and ground organisation of itineraries for guests/ journalist based on the scope of the visit;
 - Plan and organize VisitMalta Incentives and Meetings's participation at fairs and trade shows overseas. This would involve communication and liaising with VisitMalta Incentives and Meetings Head Office senior person(s) and/or Overseas MTA offices involved with the fair organization;
 - Presenting reports in relation to the respective project/task;
 - Compilation of costing sheets;
 - Preparations of briefs;
 - Preparation and assembling of presentations using Power Point or other presentation programs;
 - Proposal writing and completion of projects;
 - Accounting and finance in relation to the specific projects/tasks assigned;
 - Prepare financial statements, cost proposals and keep records of transactions in relation to the event/project/task assigned;
 - Receive, check and process bills and invoices received for services engaged in the execution of duties;
 - Coordinate and provide assistance with Association Conferences including provision of promotional material, drafting of contracts, general support, and ensuring that VisitMalta Incentives and Meetings' commitment is honoured;
 - Website management
 - Media content sourcing
 - Social Media content calendar
 - Perform multi-channel marketing

- Prepare and send out newsletter updates
 - Prepare digital ad campaigns when necessary
- Responsible for keeping track of projects from start to finish by implementing exercises which provide an up to date overview of the operations;
 - Keep oneself up to date with current trends, established products that the Maltese Islands offer to the Conference & Incentive traveller (including accommodation, events, entertainment, attractions and other services);
 - Establish and maintain a range of contacts and working relationships with MTA Licensed partners and trade members who form part of the larger tourism industry;
 - Cultivate and ensure best practice and communication with all of MTA's overseas network, including office representatives and PR agents;
 - Keep abreast and research about news, economy, tourism and global trends of the M.I.C.E. Market;
 - Keep up to date and well knowledgeable about the Maltese Islands Tourism policy, including the economical, social and political scenarios;
 - Maintain office operations in compliance to standards and policies regulating VisitMalta Incentives and Meetings and the MTA;
 - Perform clerical duties in relation to role as VisitMalta Incentives and Meetings Executive;
 - Execute and supervise administrative tasks on a day-to-day basis in collaboration with the rest of the team;
 - Meet deadlines and ensure that projects/tasks are completed to the highest degree of satisfaction;
 - Provide information and assistance to the general public, trade etc;
 - Prepare agendas and make arrangements for VisitMalta Incentives and Meetings Head of Department and senior person(s);
 - Prepare welcome packs and meet with guests at first opportunity to establish personal contact;
 - Meet guests hosted by VisitMalta Incentives and Meetings for Lunch and/or dinner as well during program itineraries prepared as to ensure that level of hospitality and service that the authority expects for its guests is being delivered by all tourism services providers engaged;
 - Work with MTA's overseas network and guests to secure best options for visits including flights, accommodation (complimentary) and other services where possible;
 - Travel overseas and attend meetings, events, fairs and trade shows related to VisitMalta Incentives and Meetings; The employee should possess strong presentation, verbal, written, media relations and networking skills as his/her role covers the marketing aspects of the segment;
 - Attend meetings held locally (on instructions of VisitMalta Incentives and Meetings HOD and/or senior person(s);
 - Represent and meet with individuals, special interest groups, trade and other guests on behalf of VisitMalta Incentives and Meetings;
 - Assist with the compilation of data and preparation of reports required by the Authority;
 - Type and record minutes/meeting memos in relation to VisitMalta Incentives and Meetings operations;
 - Prepare letters, reports, invites, forms, etc.;
 - Handle requests for proposals (RFPs) assigned by VisitMalta Incentives and Meetings Head of Department and/or senior person(s) including written replies via email, follow up by telephone and assess the most appropriate assistance that can be provided to offer the best possible information to the contact;

- Help coordinate financial, marketing, advertising and PR initiatives undertaken overseas;
- Be prepared to work and meet MTA's guests outside normal offices hours;
- Be prepared to travel overseas on projects related to VisitMalta Incentives and Meetings or MTA;
- Be prepared to attend and participate in CPD courses offered by MTA;
- Excluding public holidays, sick leave, duty travel or vacation leave, executives are required to be on duty at MTA's offices every working day for not less than 6 hours per day;
- Maintain a smart appearance and a professional conduct at all times especially when representing VisitMalta Incentives and Meetings and the Authority;
- The Employee is required to perform other duties, which may be assigned from time to time, depending on the exigencies of the division and at the discretion of the VisitMalta Incentives and Meetings HOD;
- Due to the dynamics of the department and segment, there will be a requirement from time to time to start work earlier or finish later as work dictates.

The above provides an overview of the tasks and responsibilities assigned to the Employee. However VisitMalta Incentives and Meetings will evolve and grow over time.

The Employee is expected to embrace such changes and rise to the challenge of developing their skill during their employment. The Employee must be fully aware that the role assigned is dynamic.

The MTA reserves the right to transfer and assign duties in a similar position within other departments as per the Authority's work exigencies

Competencies

- Must have strategic thinking capabilities and possess a high degree of problem solving skills;
- Must have good people skills and demonstrate good judgment, mental alertness, tact, courtesy and integrity at all times;
- Must be well versed in current marketing issues, trends, regulations, policies and procedures regulating VisitMalta Incentives and Meetings and the MTA;
- Must have excellent communication skills in Maltese and English, both written and oral. Additional languages will be considered an asset;
- Must be creative in order to successfully portray the Island's offer;
- Must possess excellent knowledge in the use of Microsoft applications, especially Excel, Word, Power Point and Outlook;
- Must be capable of delivering quick solutions;
- Must be organized and possesses good time management;
- Must be an effective listener and able to manage multi-disciplinary projects while paying attention to detail at all times;
- Must be result and goal oriented: Able to achieve targets and work towards the department's overall goals;
- Must be efficient under pressure and adaptable to conflict resolution;
- Must be smart in appearance, friendly, energetic, outgoing and show initiative;
- Must be a responsible and mature hands-on individual; the employee must be a team player;
- Must read and comprehend simple instructions, short correspondence, memos and to use good English or Maltese;
- Must effectively present information to team members and the general public;

- Must have proven analytical skills;
- Must possess sound negotiating skills;
- Must possess good presentation skills;
- Must be prepared to travel;
- Must have the ability to work under pressure and with minimal supervision;
- Must be willing to further enhance their education and skills through departmental training ensuring personal growth and development within the Segment.

Qualifications and Experience

Applicants must be:

- In possession of a recognised First Degree or a relevant comparable qualification at MQF level 6 or higher in Marketing, Business Administration, Tourism Studies or a related subject area.

Note:

- With respect to qualifications produced in response to this call for applications, applicants are required to produce a recognition statement by the Malta Qualifications Recognition Information Centre (MQRIC) based within the National Commission for Further and Higher Education (NCFHE), or by any other designated authority, as applicable. Such statement should be attached to the application and the original presented at the interview.*
- Applicants who are not in possession of such a statement may still apply, provided that they submit a copy of the statement to the receiving department/directorate as soon as it is available and, in any case, by not later than one month from the closing date of the call for applications. Applicants who fail to present the required statement within the one-month period for reasons beyond their control may request an extension of this time limit, up to a further one month, from the department/directorate receiving the applications, indicating clearly the reasons for the delay. Requests for extensions beyond this period are to be submitted for the consideration of the Public Service Commission.*
- Applicants are exempt from the above requirements in respect of qualifications obtained from accredited universities or other accredited institutions that are listed and available for download from the MQRIC page of the National Commission for Further and Higher Education website (<https://ncfhe.gov.mt>). In cases of doubt, however, the Selection Board may set aside this exemption and direct an applicant to procure a recognition statement from MQRIC in such a case the applicant shall be given one month to procure the statement, subject to the possibility of extension as provided for in sub-paragraph (b) above.*
- MTA is an equal opportunity employer and commits itself to select the right candidates irrespective of gender, ethnicity, culture, religion, income, marital status, sexual orientation, age, class, or disability.*

Interested candidates are to submit their application together with an up to date detailed Europass CV to the Human Resources Department on vacancies.mta@visitmalta.com by not later than Saturday, 30th September 2023.

Jobsplus Permit Number 704/2023.