

Title:	MANAGER - MEDIA & PUBLIC RELATIONS
Unit:	Communications
Office:	Office of the Executive Chairman
Responsible to:	Senior Head, Communications Unit

Overall Purpose of Position

The Manager, Media and Public Relations is responsible for developing and managing a comprehensive public and media relations programme for Malta Enterprise, in line with the organisation's mission and strategic goals. He or she will also direct and coordinate the activities of the Media and Public Relations Section.

Overview of Main Responsibilities

- Manages the business of the Media and Public Relations Section of Malta Enterprise.
- Raises the level of awareness of Malta Enterprise as an agency, as well as its programmes and initiatives to local and foreign markets, business people and the general public.
- Raises the profile and reputation of Malta Enterprise through effective use of communication mediums.
- Designs and implements an internet-media, public relations and promotion strategy for Malta Enterprise.
- Implements Malta Enterprise's policies and procedures within the Media and Public Relations Section.
- Provides advice, guidance, direction, and authorisation to staff with regards to plans, policies and procedures of Malta Enterprise.
- Communicates with staff to ensure responsibilities, authorities and accountabilities are defined and understood.
- Develops and implements Malta Enterprise media and public relations plan in line with the organisation's strategic goals and policies.
- Establishes and implements Malta Enterprise media and public relations policies and standards.
- Ensures that all media and public relations activities are carried out within the financial budget for the Section.
- Plans and directs media and public relations programmes designed to create and maintain a favourable public image for Malta Enterprise.
- Identifies main client groups and audiences and determines the most effective methods to communicate publicity information to them.
- Proactively manages activities in order to maximise the coverage of Malta Enterprise activities and ensures that its initiatives are correctly presented to the media.
- Creates and releases press releases and other articles to promote Malta Enterprise as an agency as well as the activities and initiatives undertaken by Malta Enterprise.
- Negotiates promotional partnerships with local and international press, internet, radio and TV media.
- Ensures the effective handling of sensitive and / or controversial stories.
- Works with the Office of Information Management with regards to the introduction, administration management and optimisation of internet channels to promulgate me visibility locally and internationally.
- Responds to enquiries from reporters and other media personnel.
- Oversees the organisation of press briefings, media training, photography and press attendance during Malta Enterprise events.

Closing date for submission of application: 1600 hrs of Wednesday 30th December 2009

- Oversees the preparation of information for media kits.
- Acts as Malta Enterprise's principal media spokesperson.
- Acts as media manager at events.
- Oversees the evaluation of advertising and promotion programmes for compatibility with public relations efforts.
- Oversees the development and maintenance of a media contacts database.
- Organises and manages the photo/video databases.
- Manages the press cuttings service, distributes summaries to other internal stakeholders and maintains an archive of hard copies.
- Advices senior executives on messaging and media relations.
- Drafts speeches for senior executives and arranges interviews and other forms of contact for them.
- Prepares and presents reports and other documentation to senior executives as requested.

Skills

Computer literacy.	High
Written and verbal communication skills.	High
Interpersonal and presentation skills.	High
Networking ability.	High
Public speaking skills.	High
Leadership ability.	High
Organisation and planning skills.	High
Analytical, evaluative and problem-solving ability.	High
Ability to set and manage priorities judiciously.	High
Creative ability.	High
Ability to convey difficult or complex ideas or concepts in a clear and engaging manner.	High
Ability to multi-task under tight deadlines.	High
Self-motivated and shows initiative.	High
Ability to influence, promote and market ideas and products.	High
Tact and diplomacy.	High

Knowledge

Tertiary qualification in Marketing, Communications, Public Relations or equivalent.	Mandatory
Post-graduate degree in a related field.	Desirable
Understanding of media and public relations programme development and communication strategies.	Mandatory
Knowledge of applicable laws and regulations as they relate to media and public relations.	Desirable
Understanding of human resource management principles, practices, and procedures.	Desirable

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Experience

Minimum 4 years experience in media and public relations	Mandatory
Proven experience of developing and implementing media and public relations campaigns.	Mandatory
Proven track record of developing successful working relationships with media personnel.	Mandatory
Proven experience in managing a team / unit.	Desirable