



THE CHURCH IN MALTA

JOB DESCRIPTION: DIGITAL MARKETING OFFICER

The Archdiocese of Malta is seeking to recruit a full-time Digital Marketing Officer who would be responsible for the planning of the Archdiocese's digital marketing strategy, the coordination of the Church in Malta's social media channels, the collection and analysis of statistical data, and the production of media to promote various events organised by the diocese and services provided by the Curia.

The chosen candidate will form part of the Curia's Communications Office and will report to the Archbishop's Delegate for Media.

RESPONSIBILITIES

The primary responsibilities include, but are not limited to:

Digital Marketing:

- The creation of digital marketing strategy for the Archdiocese of Malta. This includes the Curia's Communications Office and other Church entities.
- Management of the implementation of the aforementioned strategy on the different social media platforms available.
- Creating content which is optimized for search engine and lead generation.
- Developing, implementing, evaluating and altering SEO tactics for the Church in Malta's websites to enhance the websites' ranking and increase traffic.
- Management and optimisation of online advertising, including Google AdWords, Facebook Ads and other online advertising networks.

Statistics:

- The collection of statistical data, mainly related to the Church's audiences over its different media networks, and the processing and analysis of data to produce reports aiding new strategies for the Church's media.
- Management and setup of the analytics collection mechanisms.

Other Duties:

- Website content management and coordination of web initiatives by Church entities.
- The creation of media, including short clips and digital designs, for use on Social Media networks, websites and for advertising in newspapers.
- Management of the office's publications from design to print.
- Coordination with various media service providers in relation to their involvement in Church media production, event organisation and on other occasions as necessary.

REQUIREMENTS

Applicants interested in this position should meet the following requirements:

- A qualification in Marketing or related field;
- A minimum of 3 years experience in the field of marketing and digital media;
- In-depth knowledge of social media platforms and best practices;
- Experience using design software including Illustrator and InDesign;
- Ability to collect, process and analyse statistical data and produce relevant reports;
- Excellent interpersonal and organisational skills;
- Excellent oral and written communications skills in Maltese and English;
- Knowledge of the teaching of the Catholic Church.

The successful applicant will be required to work outside office hours as necessary.

SUBMISSION OF APPLICATIONS

Applicants are required to send a covering letter, Curriculum Vitae and details of two referees by **Friday 15th September 2017** to The Archbishop's Delegate for Media. Kindly use the reference number (CO/2017/09) in your correspondence. Applications can be sent by email or by post on one of the following addresses:

Email address: media@maltadiocese.org

Postal Address: Delegate for Media, Archdiocese of Malta, P.O. Box 1, Floriana, FRN 1520.