



CALL FOR SERVICE

BRAND & MARKETING MANAGER

WITH TEATRU MALTA C/O ARTS COUNCIL MALTA



teatrumalta.org.mt



Teatru Malta is Malta's national theatre company.

We are seeking to engage an experienced and enthusiastic service provider to serve as a **Brand and Marketing Manager** for an average of 40 hours a week, to create, strategise and implement marketing campaigns and brand initiatives within the Teatru Malta calendar of events and overall company branding and marketing.

The Brand and Marketing Manager reports to the Head of Productions and Artistic Director/General Manager of Teatru Malta c/o Arts Council Malta.

Duration

The envisaged term is for **three (3) years** starting 15th May 2023, including handover period from the current Brand and Marketing Executive.

Nomenclatures denoting the male gender include also the female and nonbinary genders.

Duties and Responsibilities

The duties of the selected bidder are to include but not limited to:

- Work closely with the Artistic Director/General Manager of Teatru Malta on the development of a brand and marketing strategy in line with the vision, ethos and programme of Teatru Malta;
- Create and lead brand and marketing campaigns for general Teatru Malta brand awareness, its individual productions, and multiple initiatives, by creating engaging content, designs, promotions and advertising campaigns in both print and digital form, with the intent of creating leads and acquiring and retaining customers for Teatru Malta;
- Manage and liaise with the creative team internally and with other third-party service providers on the implementation of short and long-term integrated marketing plans and strategies;
- Identify target audiences and campaign objectives for productions, products, brands, or services by researching, analyzing and summarizing market trends, studying competitors' market behaviour and strategies, and keeping up-to-date on industry activities and trends;
- Continually develop, ensuring consistency, the Teatru Malta brand identity and voice in all campaigns and across all communication channels;
- Evaluate and measure the effectiveness of integrated marketing strategies, continuously assessing and analyzing key metrics and reporting on the results of campaigns to implement improvements where necessary.
- Manage Teatru Malta marketing budgets and revenue-making initiatives (among them ticketing and publications), to be able to monitor spends and also calculate an appropriate return-on-investment, and optimise campaigns accordingly;
- Ensure that the relevant documentation is kept per production/initiative as part of Teatru Malta research and archiving initiatives;
- Oversee the procurement of the relevant services in line with the Public Procurement Regulations and according to Teatru Malta administrative guidelines, and manage the related contracts to ensure adherence to budgets and delivery times. This ensures on-time campaign schedules and to contribute effectively to Teatru Malta administrative and production departments;

(continued)

- Manage any public relations, event organization from a marketing & branding standpoint, distribution methods, market research, report-writing, audience reach and customer relationship management as part of the coordination of campaigns;
- Organise and if necessary direct photo-shoots and video-shoots including visual documentation, for any necessary production, project, or initiative based on client needs where and as necessary;
- Contact media outlets, negotiating booking rates in a proactive manner while also reacting to marketing opportunities;
- Regularly meet with the Artistic Director and General Manager and Head of Productions to discuss the reports, strategy or any other issues related to branding and marketing.
- Undertake research as assigned by the Artistic Director/General Manager to provide appropriate recommendations;
- Maintain a good working relationship with all service providers and employees involved in the Council.

Qualifications and Experience Required

Candidates must be in possession of:

- A recognised and relevant postgraduate Masters degree MQF Level 7 in arts and culture marketing or similar areas and/or relevant work experience, with a proven track record of marketing and branding cultural projects and campaign management of a minimum of 5 years.

AND

- Knowledge of the local theatre sector, creative industries and the creative economy, in the wider European/Mediterranean context.
- Ability to manage a matrix environment, collaborate across multiple departments and influence all levels within the organisation.
- Ability to establish and maintain positive relationships with a variety of collaborators and stakeholders.
- Proficient communication skills in both Maltese and English, with excellent listening and interpersonal skills.

- Capable of working both independently and within a team, with an attention to detail.
- Understanding of Government policy as well as incentives and legislation.
- Ability to work under pressure and in a timely manner.

↓ **Ma Kuraġġ (2022)**
↓ *Photo by Elisa von Brockdorff*



Contract Conditions

- The selected candidate will be awarded a definite full-time service contract for three (3) years.
- Operating flexibly within an average of 40 hour/week to meet the demands and requirements of the position, the chosen candidate will be required to work within the rules and regulations of the Malta Public Service. Occasionally, they will be required to work late or on weekends to meet deadlines or due to production necessities.
- The Brand and Marketing Manager will answer to the Head of Productions on matters relating to workflow and productions, and to the Artistic Director/General Manager of Teatru Malta on the overall vision, aesthetic and ethos of the branding and marketing of this Arts Council Malta initiative.

Salary Information

The remuneration is EUR30,000.00 (excluding VAT but including any other taxes or charges) per year for an average of 40 hours per week from the office and/or on site as required.

Payment will be processed monthly by Arts Council Malta on receipt of an invoice with a valid VAT number.

↓ **L-Għarusa (2022)**
↓ *Photo by Elisa Von Brockdorff*



Applications

Applications supported by the necessary documentation, a covering letter, and a detailed Curriculum Vitae are to reach contact@teatrumalta.org.mt by no later than **24th April 2023, noon**, to be interviewed on the 2nd and 3rd May 2023, throughout the day.

Applicants must have a valid VAT registration number. The selected service provider will be responsible for all the relevant taxation and social security contributions according to the national legislation.

Selected eligible applicants will be asked to sit for a selection interview.