


Branding, Marketing & Communications Manager		Ad #	18/24	Rev #	1.2	 AquaBioTech Group
Prepared by:	SIR	Expected start date:	Q2 2024			
Approved by:	ERS	Last Revision date	19 - Apr - 24	<small>H:\HRManagement\HR2022-2023\Job Adverts 2022-2024\JobAdverts2024\ABTG-BrandMark&Comm sManager-21-Mar-24.docx</small>		

Immediate Vacancy

Branding, Marketing & Communications Manager

The Branding, Marketing and Communications Manager will be responsible for the positioning, brand and awareness raising of the work and impact of the **AquaBioTech Group**. The post holder will need to develop a communications strategy in line with **AquaBioTech Group's** business plan identifying key stakeholders, communication platforms and/or channels with whom to engage to maximise our commercial business opportunities globally. This will include managing the yearly events calendar and budgets, liaising with external events co-ordinators and devising appropriate news stories and content that align with key themes and issues faced by the sector. The post holder will be responsible for the overall use of branding by stakeholders and third parties and will create processes to ensure correct usage. They will have overall responsibility for the social media channels, ensuring that engagement is strong.


This position is only open for EU/EEA/UK passport holders or TCNs presently residing in the EU with the required permits.

Overview of associated tasks

This is a critical position within the **AquaBioTech Group** the post holder requires a strong background in marketing and communications, digital marketing and design as well as brand awareness within the aquaculture sector. They will have a diverse portfolio some aspects of which are described below:

Key Accountabilities

- Create and implement an external communications strategy working across the organisation to develop creative news/content/media opportunities in line with **AquaBioTech Group's** overall strategy and yearly plans.
- Create and manage **AquaBioTech Group's** annual marketing budgets liaising with relevant teams and sourcing external funding support where necessary.

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- Support HR and senior leadership team to develop effective recruitment campaigns to allow the company to capitalise on new business opportunities.
- Be responsible for the brand guidelines and style guide and oversee the development of branded templates for use by stakeholders. Ensure there are processes in place to enforce correct usage.
- Create and maintain news content for **AquaBioTech Group's** website, as well as oversee the social media channels – LinkedIn and Facebook, and create a growth and engagement strategy to work to on these channels.
- Build and maintain links with relevant press and other media and opinion formers to build awareness of our areas of expertise and facilitate media coverage of our priorities and activities to our key external audiences.
- Work with the Business Development Director and Senior Leadership team as and when required to create content and annual review documentation for board review.
- Manage and coordinate the logistics of all **AquaBioTech** related events collaborating with the design team and administration team to ensure staff have the required collateral when attending external events and internal events are managed effectively.
- Manage the Content Creator & Graphics Designer and support the wider Business Development team.

Internal Communications

- Create and implement an internal communications strategy.
- Support the development and maintenance of an intranet, creating engaging and supportive content for employees.
- Work with internal stakeholders to ensure we maximise the PR potential of our commercial ventures.

Qualifications & Knowledge

- Educated to degree level or equivalent in Marketing, Communications, and/or Digital.
- At least three years in a branding, marketing and/or communications role managing content creation for use across a range of communications channels.
- Experience of writing interesting and accurate articles from technical information.

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- Experience of planning and developing profile-raising media campaigns
- Brand management, both in design and messaging
- A good understanding of how to shape news stories and ensure messaging is well positioned.
- A good understanding of communication and content channels and how to use them effectively, particularly social media.
- Membership of a Professional body such as the Chartered Institute of Marketing would be beneficial.
- Understanding of the aquaculture sector, recirculating aquaculture systems and/or the marine environment is desirable.

Skills


- Create and implement an internal communications strategy.
- Support the development and maintenance of an intranet, creating engaging and supportive content for employees.
- Work with internal stakeholders to ensure we maximise the PR potential of our commercial ventures.

Behaviours

- Self-starting, pro-active and curious.
- Resilient, flexible and open minded.
- Strong ethos for team working.

Additional Requirements

The selected candidate will have to speak and write English fluently and be in possession of a clean EU/EEA/UK passport OR be a third-country national (TCN) presently residing in the EU. Knowledge of any other languages would be considered an asset, although not essential. The selected candidate must have a clear passport with no travel restrictions, no legal convictions held at any time and be in possession of a clean driving licence.

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Financial Package

The successful candidate will be offered a long-term, fixed-term contract with the company that can be extended. The starting package offered for this position will be structured largely upon the chosen candidate, reflecting the experience the candidate brings to the company, but also in line with the cost of living in Malta and could include an accommodation package, if required.

Application Procedure

Further information about the **AquaBioTech Group** and the services we offer can be viewed at www.aquabt.com. Applicants are strongly encouraged to submit a full *Curriculum vitae* in **AquaBioTech Group** Europass format that can be downloaded from our website. This file must be filled using **Adobe Acrobat Reader®** or any other PDF viewer (not directly on your browser).

Questions about the application should be directed to the HR Department, on recruitment@aquabt.com