



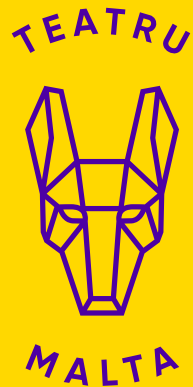
CALL FOR SERVICE

MARKETING AND COMMUNICATIONS MANAGER

National Agency for
the Performing Arts

Aġenzija Nazzjonali
ghall-Arti Performattiva

teatrumalta.org.mt



Teatru Malta is Malta's national theatre company, delivering innovative theatre experiences to different communities in various locations around Malta and Gozo. Teatru Malta is part of the National Agency for the Performing Arts.

Are you ready to embark on an extraordinary journey?

Teatru Malta is on the lookout for an experienced and enthusiastic **Marketing and Communications Manager** to sprinkle some magic on our marketing campaigns and brand initiatives as we evolve.

Think you've got what it takes? Keep reading!

About the gig

This isn't just any 9-to-5 job.

We're offering a three-year adventure where you'll be creating, strategizing, and implementing marketing campaigns that make people sit up, take notice, and eventually come watch or play.

You'll report to our Head of Productions and our Artistic Director/General Manager *(they're really nice, promise).*

↓ **Dik is-Sigra f'Nofs ta' Triq (2023)**



Your mission, should you choose to accept it

- Collaborate with the Artistic Director/General Manager on developing a marketing and communications strategy that aligns with our brand, vision and ethos.
- Create and lead marketing campaigns that showcase Teatru Malta's productions and initiatives. Your content will make people laugh, cry, and possibly even dance.
- Lead a dynamic marketing team (in-house and external members) with the finesse of a maestro conducting a symphony.
- Manage and liaise with our creative team and third-party service providers. We're all about teamwork here.
- Identify target audiences by researching market trends and studying competitors (It's a plus if you're a sleuth at heart).
- Ensure consistency in our brand identity and voice across all channels. You'll basically be the guardian of our brand's soul.
- Evaluate and measure campaign effectiveness, continuously tweaking to perfection.
- Handle marketing budgets like a pro, ensuring every penny counts.
- Oversee procurement and manage contracts (don't worry, we'll explain the process and provide training).
- Rock public relations and event organization from a marketing standpoint, making every event unforgettable.
- Organize, commission or direct photo and video shoots – think of yourself as an assistant director on a movie set.
- Engage with media outlets and find innovative ways to make group bookings with our partner entities (we're all about collaboration, did we already say that?).
- Meet regularly with the team to discuss reports, strategies, deadlines and most importantly: any cool ideas you've got up your sleeve.
- Undertake research as needed to keep us ahead of the game.
- Maintain fantastic relationships with all our service providers and teammates.
- While you're with us (and for six months after and if you bid us adieu), you can't go running off to sprinkle your marketing magic on other performing arts companies in Malta. We need your brilliance all to ourselves. Why? Because we've got secrets, strategies, and we think that we have a special sauce that makes Teatru Malta shine, and we would not like to have that spilling over. If during your contract you think you might be tempted, just give us a holler, and we'll chat it out. But seriously, no double-dipping in the Maltese performing arts scene.

What you'll bring to the table:

- A postgraduate Masters degree in arts and culture, marketing, or similar areas, with at least 2 years of relevant experience.

or

- A Bachelor degree in arts and culture, marketing or similar areas, with at least 4 years of relevant experience.

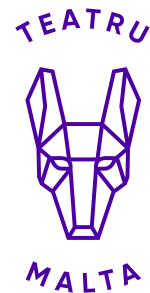
or

- At least 6 years of solid marketing and branding experience in cultural projects.
- Knowledge of the local theatre sector, creative industries, and the creative economy in the wider European/Mediterranean context.
- Superb communication skills in both Maltese and English.
- Ability to manage a matrix environment and collaborate across departments.

- A knack for building positive relationships with various stakeholders.
- Attention to detail (you can spot a typo from a mile away).
- Understanding of Government policy and incentives.
- Ability to work under pressure and meet tight deadlines (you thrive on adrenaline).

↓ **Fi-Do (2023)**





What's in it for you

- A three-year contract with flexible working hours (averaging 40 hours per week).
- An annual salary of €30,000 (excluding VAT but including all other taxes and charges).
- Monthly payments processed by the Agency who graciously manages our administrative backbone (You'll need to send us an invoice with your valid VAT number).
- The chance to be part of something magical, fun, and incredibly creative!

Ready to apply?

Send your application, including all necessary documents as proof of your qualifications, a motivation letter, and your detailed CV, to contact@teatrumalta.org.mt by **noon on 12th June 2024**.

Interviews will be held on the **14th June, 2024**.

Selected eligible applicants will be invited for an interview. We can't wait to meet you!