

JOB DESCRIPTION - DIRECTOR - CONVENTIONS MALTA

Department: Conventions Malta
Reports to: Chief Marketing Officer

Preamble

Since 2009, the tourism industry in Malta and Gozo has enjoyed record performances year after year with even stronger growth in number of tourists, bed nights and tourism expenditure in the last four years. Improved performance has been achieved in practically all niches and segments of the industry including the MICE segment.

MICE business has seen a lot of changes in recent years with exponential growth in Association and NGO events taking a large share of the international business in this sector.

With these developments in mind, the MTA has set up Conventions Malta with the precise remit to take the MICE industry in Malta and Gozo to the next level and in cooperation with hoteliers, DMCs, airlines and the sundry service providers for this area of industry set up a strategy and marketing plan to attract the Conventions business that our Islands are still largely missing out on.

Conventions Malta is a distinct unit within the Malta Tourism Authority, with a dedicated team of personnel and budgets.

While Conventions Malta plans and executes its own marketing plan, the unit is expected to work in synchrony and dovetail activity with the Marketing Directorate of the Authority that is responsible for MTA's overseas network of own offices, destination representative agencies and PR agents around the world.

Main Objectives of the Job:

Reporting to the Chief Marketing Officer, the main roles of the **Conventions Malta Director** is to effectively lead the Conventions Malta Directorate, manage all employees falling directly under his/her responsibility and continuously work towards achieving the Authority's objectives through setting up and executing effective plans for Conventions Malta

- Must have strategic thinking capabilities and possess a high degree of problem solving skills;
- Must have good people skills and demonstrate good judgment, mental alertness, tact, courtesy and integrity at all times;
- Must be well versed in current marketing issues, trends, regulations, policies and procedures regulating Conventions Malta and the MTA;
- Must have excellent communication skills in English, both written and oral. Fluency in the Maltese language and any other additional languages will be considered an asset;
- Must be creative in order to successfully portray the Island's offer;
- Must possess excellent knowledge in the use of Microsoft applications, especially Excel, Word, Power Point and Outlook;
- Must be capable of delivering quick solutions;
- Must be organized and possesses good time management;
- Must be result and goal oriented;
- Must be efficient under pressure and adaptable to conflict resolution;
- Must be smart in appearance, friendly, energetic, outgoing and show initiative;
- Must possess excellent negotiating skills;
- Must possess excellent presentation skills;
- Must be prepared to travel extensively

Qualifications and Experience

- Must have a Post-graduate degree (Masters) at MQF Level 7 in Marketing, Communications, Tourism Studies or Business Management, or an appropriate, recognized, comparable qualification, and four (4) years relevant work experience of which two (2) years must be in a managerial position;
OR
- Must have a first degree at MQF Level 6 in Marketing, Communications, Tourism Studies or Business Management, or an appropriate, recognized, comparable qualification, and six (6) years relevant work experience of which two (2) years must be in a managerial position;
OR
- A minimum of seven (7) years experience in Marketing, Communications, Tourism Studies or Business Management of which two (2) years were in a managerial position;

Interested candidates are to send an application letter and an up to date Curriculum Vitae on hr@visitmalta.com by not later than Friday, 7th December 2018.

Jobsplus Permit No: 656/2018



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Main Duties and Responsibilities:

- Propose, plan, manage and coordinate the execution of approved business plan with team in Conventions Malta;
- Supervise the execution of the business plans for Conventions Malta in overseas markets;
- Foster a team spirit within Conventions Malta and MTA;
- Manage the planning of Marketing and Promotion activity overseas that includes participation in International Fairs and Conventions, PR and advertising activity on various media as well as sales visits and preparation of bids with local business partners;
- Support local Associations, NGOs, Government Departments, Agencies with a bid strategy to attract Conventions business to Malta and Gozo;
- Put bids together to send to prospective clients within the required deadline;
- Follow up on status of bids and support local tourism stakeholders in the process;
- Plan and execute International marketing of the destination;
- Build up a team in Head Office in Malta as well as across the international network to ensure an optimal flow of information about potential business leads to follow;
- Ensure that leads received are followed up in time;
- Request feedback from clients and once this is received it is analyzed and action taken where necessary;
- Ensure that all files/ product knowledge are kept updated and made available to all those seeking to attract MICE business to Malta and Gozo;
- Report on monthly basis on marketing activities and bids in process to the Chief Executive Officer and the Chief Marketing Officer of the Malta Tourism Authority;
- Maintain good product knowledge of the destination including the area (attractions, recreation, services, climate etc.) convention centers, hotels and services;
- Lead the team to efficiently manage relationships with all partners;
- Attend sales calls, workshops and shows that relate to the conventions market;
- Working closely with colleagues, the Chief Marketing Officer and Chief Officer Strategic Development as heads of international marketing communication and research respectively;
- Undertake any additional duties which may be requested from time to time.

Competencies

- Must have proven leadership, management and strategic management skills;
- Must be task-oriented, capable of reaching set targets within established and agreed performance levels;
- Must be task-oriented with ability to handle several on-going projects with professionalism and accuracy;
- Must be a person of integrity, outgoing and assertive with excellent communication and interpersonal skills;

Director - Conventions Malta

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