

ICMPD Job Profile

DIGITAL MARKETING OFFICER ¹ -MCP Med TI

Organizational Setting

The Training Institute on Migration Capacity Partnership for the Mediterranean (MCP Med TI) project will establish a permanent and accredited regional training institute offering quality-assured, bespoke learning and coaching experiences that result in certification for migration actors. Based in Malta the Institute will operate across the Mediterranean producing migration capacity development learning products delivered through a regional network of certified instructors as well as through a virtual learning environment. Embodying a capacity partnership approach, the project will redefine migration partnerships to promote a fully-inclusive, sustainable community of vocational educational practise. Administered by ICMPD, the TI will be governed by donor and Southern Partner states and operate in full compliance with national and industry standards and regulations.

Main Purpose

Under the supervision and guidance of the Head of the MCP Med TI and in close collaboration with team members and other ICMPD staff as relevant in coordination with existing ICMPD communications mechanisms, the Digital Marketing Officer promotes the MCP Med TI and its various activities through the development, implementation, tracking and optimisation of digital marketing across multiple channels (including website and social media platforms).

Role

As an active member of the MCP-Med TI team, the Digital Marketing Officer supports the delivery of successful integrated digital marketing campaigns from concept to execution. S/he effectively utilises digital marketing tools in line with the latest trends and best practices in online marketing and measurement. S/he formulates inputs to the development of new initiatives. In collaboration with the Head of MCP-Med TI and the team, s/he actively provides support to the development and implementation of the MCP-Med TI's social media strategy and maximise its profile across all activities.

Functions / Key Results Expected

- Develop biannual work plans for digital marketing presence and web-based activities;
- Create and edit outputs and written content as well as online content (newsletters and articles) for MCP Med TI's website and other social media presence;

¹ This project profile is classified at IP2.

- Draft and upload content and articles in view of upcoming meetings, by updating the events sections and photo gallery and by developing the existing structure for internal and external purposes;
- Guide and oversee day-to-day activities of the general MCP Med TI mailbox, with the creation of a FAQ;
- Plan the execution of promotional and institutional videos as well as their upload and subsequent analytics on suitable outreach platforms;
- Liaise with relevant stakeholders the development of the MCP Med TI's brand development strategy covering graphic design elements, logo placements, templates creation for MCP Med TI's communication and training materials;
- Interface with MCP Med TI's external agencies and consultants, as required
- Prepare and coordinate the creation of public relations and promotional material, identifying suitable marketing formats and timelines;
- Assess financial resource requirements for each event and prepare a detailed budget; monitor and analyse expenditures to meet set budgets;
- Cooperate with other team members with regard to invitation management as well as engagement plans and activities for the respective events;
- Continuously identify needs and proposals for improving event management and overall event quality. Formulate lessons learned, best practices from implementation to feed into the development of new event concepts;
- Draft and review speeches, as well as being the focal point for the MCP Med TI for some activities, as requested.

Required Expertise

- Effective management of the MCP Med TI's website(s) and digital platforms.
- Capability to maintain the MCP Med TI's social media presence and the measurement and reporting on the performance of all digital marketing campaigns.
- Ability to identify content opportunities and produce the relevant materials and disseminate via the most appropriate digital channels.
- Identification of digital trends and evaluate emerging technologies and to use these to disseminate information on MCP Med TI's core activities
- Capability to successfully build strategic networks and partnerships.
- Team building

Qualifications, Experience and Language Skills

- Master's Degree related to the area of work.
- A minimum of 3 years of position relevant work experience in digital marketing management, in an international context.
- Good advocacy skills.
- Experience in use of digital platform tools.
- Experience with graphic design programmes (Indesign, Illustrator, Adobe).
- Excellent communication and presentation skills.
- Proficiency in (verbal/written) English. Solid command of Arabic and/or French.
- Proficiency in use of standard IT tools.