

## Digital Marketing Officer

The Archdiocese of Malta is seeking to recruit a Digital Marketing Officer on a full-time basis. The successful applicant will report to the Digital Content and Marketing Manager and will be responsible for the implementation and improvement of the digital marketing strategy and social media channels of the Archdiocese of Malta. S/he will be in charge of promoting content, events and services provided by the Archdiocese, and is expected to assist in the production of media.

The ideal candidate must:

- Have a tertiary qualification (EQF Level 6) in marketing, communications, or a related field.
- Have at least two (2) years' experience in a similar role.
- Be familiar with search engine optimization (SEO), pay-per-click advertising, social media marketing, and performance marketing.
- Have in-depth understanding of user journey and user account lifecycle.
- Be familiar with lead generation and customer retention principles.
- Have a firm grasp of Google Analytics, Facebook insight and similar tools.
- Possess broad knowledge of key digital marketing metrics and KPIs such as CTR, CPL, CPA, ARPU, and CLV.
- Possess good knowledge of marketing automation tools like Customer.io., Salesforce and similar tools. A good knowledge of Adobe Creative Suite software will be considered an asset.
- Have excellent oral and written communication skills in Maltese and English.
- Have a good balance of creativity and analytical skills.
- Be passionate for keeping up to date with the latest digital marketing channels and tools.
- Be able to collect, process and analyse statistical data using online marketing tools.

Interested persons are to submit the following to [hr@maltadiocese.org](mailto:hr@maltadiocese.org) by not later than 20 May 2024:

- A letter of application
- A detailed CV
- A scanned copy of certificates
- Name and email address of two referees

