

DIGITAL MARKETING OFFICER / Graphic designer

Romy Foods is seeking a Digital Marketing Officer, based in Malta, working for an international Food service company.

Romy Foods is seeking a Digital Marketing Officer with excellent graphic design skills to join the marketing team. You will report directly to the Head of Business Development and Marketing and create attractive, user-centric experiences and designs across multiple platforms. In this role, you will be responsible also maintaining and implementing marketing content through different channels (events, digital platforms). We are looking for a team member who can bring creative strength, passion, hard work and understand well digital media channels.

- Create artworks, visual elements and guidelines in house
- Review, develop and monitor visual content, production and distribution of all marketing materials.
- Organise and build database of design assets.
- Website Management – handle all aspects of marketing website updates, existing sites and be responsible for maintaining content on an ongoing basis.
- Handle on-site photography as required to be used in various marketing activities
- Manage social media channels such as Facebook, LinkedIn, Blog, etc. and ensure good following and interaction on these channels as per agreed metrics.
- Work with the Head of Marketing and company consultants in identifying news worthy stories and publicising them using relevant media channels.
- Work closely with Head of Business and Marketing in putting in place an effective and efficient lead generation program with well-crafted campaigns and promotions to generate business leads for the company. Qualify, classify and manage all leads that come from various sources.
- Participation in all aspects of event organisation (venue selection, catering, partnerships, pre and post event campaigns, etc.)

REQUIREMENTS

- Minimum 3 years solid experience in marketing, digital or social media marketing
- Good command of design tools (Adobe family: Photoshop, Illustrator, InDesign)
- Strong creativity; curiosity and eagerness to learn, research on design trends
- Open mind, listening to suggestions with positive and can-do attitude, actively proposing best design options, constantly trying to improve oneself;
- A solid understanding of digital media channels
- Experience using CMS systems (Wordpress, Umbraco).
- Passionate in digital marketing, ability to manage multiple projects in a fast-paced, deadline-driven environment and able to work independently
- Knowledge of the Microsoft server applications market (Office 365)

For the right candidate, the company is offering an attractive salary package along with benefits.

If you believe that you are appropriate for this role, please forward your CV to info@romyfoods.com



AFFORDABLE PLATED MEALS



UNIQUE DELIVERY SYSTEM



AVAILABLE AROUND THE WORLD



REDUCING FOOD WASTE



SUPPORTING AID GOALS