

Outreach Officer Duties and Responsibilities

Jobsplus Permit No. 352/2018

The Outreach Officer at Fondazzjoni Kreattività - Spazju Kreattiv will work with the Outreach Team to contribute to the below duties depending on skills, experience and competencies. The Outreach Officer reports directly to the Outreach Manager, and subsequently to the Business Development Director.

In carrying out one's duties, the Outreach Officer must at all times ensure that decisions that affect, directly or indirectly, other Departments or sections are taken only after a due process of dialogue to foster team spirit and coordination.

The Outreach Officer will be expected to carry out the following tasks;

- To work with the Outreach Team to coordinate the public image of Fondazzjoni Kreattività and Spazju Kreattiv across all media;
- To work with the Outreach Team to ensure maintenance and upkeep of the websites and social media channels of Fondazzjoni Kreattività and Spazju Kreattiv;
- To work with the Outreach Team to produce quality in-house promotional material which is ready for print or publication;
- To create, update and distribute media kits, press releases and information sheets;
- To create social media content in line with the Spazju Kreattiv Programme's needs;
- To act upon the Outreach Team's marketing campaign plans;
- To regularly monitor the media for relevant news and coverage;
- To work with the Outreach Team to establish strong communication channels with both national and international press;
- To work with the Outreach Team to build good relations with the private sector and attract sponsors, collaborations and investments;
- To assist in the management of databases and audience profiling;
- To assist in qualitative and quantitative market and customer research;
- To monitor attendance figures and help with audience development;
- To do all that is normally and reasonably expected to ensure the smooth and efficient running of the Outreach Team;
- To manage or discharge such other responsibilities as may, from time to time, be assigned by the Board, Artistic Director and Managers.

The successful candidate will have the below skills and qualifications

- To manage or discharge such other responsibilities as may, from time to time, be assigned by the Board, Artistic Director and Managers.
- A recognised University degree, in a related field such as customer relations, communications, or the creative arts;
- A minimum of 3 (three) years' working experience in a related area;
- Good knowledge of media production, design and photography, as well as basic knowledge of Photoshop, InDesign and Illustrator;
- Confidence with adaptation of new systems and technologies as necessary;
- Knowledge of wordpress and other basic web server technologies for the maintenance and upkeep of the Fondazzjoni's websites;

- Excellent knowledge of the media industry and new media including the use of social networking;
- Ability to organise, plan and prioritise own work and work schedules as projects require;
- Excellent interpersonal skills and customer service skills;
- Excellent written and verbal communication skills in both Maltese and English;
- An ability to observe and acquire new skills pertaining to external and internal communication skills;
- A commitment to customer service and quality management;
- Strong interest in the arts;
- Strong creative flair.
- Clean police conduct.
- Driving license is an asset.

Flexibility

Given the nature of operations at the Centre, the Outreach Officer is expected to occasionally work irregular hours, including evenings, weekends and Public Holidays in order to meet the needs and deadlines required for the success of the artistic and cultural activities, totalling a 40 hour week. During intensive periods, such as during festivals, the Officer may be required to work additional hours. No additional remuneration shall be offered, however these hours shall be kept to a minimum.