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team

**Executive
(Brand Specialist)**

**jobsplus permit number
211/2026**

**jobsplus vacancy number
438774**



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Role

Esplora is entering its 10-year anniversary milestone and embarking on a new phase of brand development, marketing and audience engagement. The Brand Specialist will be responsible for managing, protecting, and enhancing the Esplora brand from start to finish within the Communications Department.

The role requires a proactive and self-driven individual who thrives in a fast-paced and multifaceted environment, and who enjoys working within a young, dynamic, and growing team.

Duties

The **Brand Specialist** will:

1. Manage the Esplora brand end-to-end, ensuring consistency, accuracy, and relevance across all touchpoints.
2. Serve as the primary point of contact for internal and external stakeholders regarding brand matters.
3. Develop, maintain, and enforce brand guidelines, visual identity systems, templates, and messaging frameworks.
4. Oversee all Esplora digital platforms, including website, social media, email channels (newsletter), and emerging platforms.
5. Plan, develop, and execute integrated marketing campaigns (traditional and digital) aligned with Esplora's strategic priorities.
6. Conduct audience and market research to deepen understanding of target audiences and support data-driven marketing decisions.
7. Collaborate with internal departments (Education, Operations, Events) and external stakeholders to ensure brand alignment across programs and initiatives.
8. Craft and manage consistent messaging across all channels, ensuring clear and compelling communication.
9. Track and report on digital marketing performance (traffic, engagement, conversions) using analytics tools and present insights to management and stakeholders.
10. Identify and implement opportunities for innovation, optimisation, and emerging trends in marketing, branding, and digital communications.



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To perform other job-related duties as assigned. The list is not exhaustive, and management may change or add text if and when required and according to the exigencies of Science Malta and its subsidiaries.

Eligibility Requirements

Master's Degree at MQF Level 7 in Marketing or, Communications or, Design or a related field, with a minimum of one (1) year industry experience in brand management.

Or

Bachelor's Degree at MQF Level 6 in Marketing or, Communications or, Design or a related field, with a minimum of two (2) years industry experience in brand management.

With respect to qualifications produced in response to this call for applications which are not from the University of Malta, applicants are required to request a recognition statement from the Malta Qualifications and Recognition Information Centre (MQRIC). The certificate is to be provided the latest one week after closing date of applications, and proof of payment is to be sent by closing date of applications. The application form may be downloaded from the MQRIC section on the Malta Further and Higher Education Authority (www.mfhea.org.mt).

Requisites

By the closing time and date of this call for applications, applicants must be:

- a) Citizens of Malta; or
- b) Citizens of other Member States of the European Union who are entitled to equal treatment to Maltese citizens in matters of employment by virtue of EU legislation and treaty provisions dealing with the free movement of workers.



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Working Conditions

This position is on an indefinite basis with a salary of €32,642 per annum and a yearly increment subject to good working performance.

- Career advancement opportunity
- Opportunity for external training sponsorship
- Free Gym membership
- Parking Facility
- Teambuilding activities

How to Apply

Interested applicants are to email their Europass CV and a copy of their academic certificates to recruitment.xjenzamalta@gov.mt, by not later than cob **Monday 23 March 2026**. Late and/or incomplete applications will not be processed.

By applying for this position, you are agreeing to the data practices for the collection, use and disclosure of your Personal Information in accordance with the XM Privacy <https://xjenzamalta.mt/privacy-policy/>. You can withdraw your consent at any time by sending us an email through recruitment.xjenzamalta@gov.mt