



PARAGON  
EUROPE

REALISING EXCELLENCE

NEW  
SECTORS AND PROFESSIONS

UPCOMING  
IN 2019



# MANUFACTURING SECTOR

## DESCRIPTION

The manufacturing industry has, since the late 1950s, changed and adapted to the global economic realities over the years. From the early days of low-cost mass production, it has restructured and developed itself to higher value-added, high-end manufacturing, adopting more lean concepts and processes with a significant increase in research and development. Today the sector contributes over 13% to Malta's GVA and to a fifth of the country's GDP, making it one of the main pillars of our economy.

## VACANCIES WITHIN THE SECTOR

- Engineers

- Machine Operators

- Technicians

### Engineer

Engineers may perform the following tasks:

- Perform standard engineering assignments and project manage medium to large projects.
- Be capable of setting up project schedules and work breakdown structures.
- Be highly involved in engineering consultancy as well as assist in audit preparation such as energy audits and other commercial and industrial audits.
- Generate technical documentation in support of manufacturing, tests, project deliverables and requirements, such as protocols, and reports.
- Carry out R&D tasks so as to continuously improve company profile.
- Provide technical and engineering support, for electrical and mechanical troubleshooting while mastering a hands-on approach.
- Solve routine design and engineering tasks
- Contribute to the planning and execution of components of the development process, which apply to product revision or enhancement or a defined piece of a larger project
- Investigate and analyse customer service problems and design improvement suggestions. Recommend design improvements
- Routine preventive maintenance, fault finding and repair on plant equipment as per manufacturer's recommendations

### Machine Operator

Machine Operators may perform the following tasks:

- Carry out production, inspection, packaging and machine operation duties
- Preparing machines for operation by selecting and installing attachments and components for specialised functions
- Setting and operating controls used to regulate processing operations
- Starting machines and monitoring operation to detect faults and ensure effectiveness of operation
- Loading, positioning, feeding machines with raw material or components
- Operating controls to regulate temperature, pressure, speed and flow of operation
- Performing minor repairs and maintaining production records,
- Examining finished products for defects and variations.
- Reporting faults in machines, and carrying out quality control procedures
- Keep records of approved and defective units or final products
- Assist the shop technicians and materials clerk as necessary
- Maintain a safe and clean work space
- Follow established health & safety rules and regulations

## Technician

Technicians may perform the following tasks:

- Assist in the upkeep of the plant's mechanical and electrical systems.
- Diagnose errors or technical problems and determine proper solutions
- Ensure that all equipment required is according to the system limitations
- Perform regular preventive maintenance on machines, equipment and plant facilities.
- Participate in the installation of new machinery.
- Oversee mechanical devices while in operation, detect faulty operations, defective material and report those and any unusual situations to proper supervision. Offer assistance with trouble shooting of equipment problems
- Compile timely and proper documentation for any service and installation
- Minimise downtime by informing production staff on standard preventive maintenance methods
- Make recommendations for improvements and upgrades to clients on site and pass on proposals to sales executives
- Comply with safety regulations and maintain clean and orderly work areas.

## FINTECH SECTOR

### DESCRIPTION

Fintech is a sector which fuses the traditional financial activities with innovation and technology, thus, creating new and better services for the customers. This sector has gained significant popularity over the past years with the expansion of Blockchain Technologies and the crypto market. Malta was one of the first that sought this opportunity and established a legal framework and regulations in this sector, and by many, at this moment, Malta is referred as the “Blockchain Island”. Indeed, this progressive and open-minded approach to regulating the blockchain and crypto ecosystem has led some of the biggest names in the industry, including cryptocurrency exchanges Binance and OKEx to expand their operations to Malta.

### VACANCIES WITHIN THE SECTOR

- Business Development and Strategy
- App and Site Developers
- Customer Support, Fintech Style
- Product managers
- Fintech Analyst
- Marketing / PR
- Product Designer
- User Experience (UX) Designer
- Junior Full-Stack Developer

# i-GAMING SECTOR

## DESCRIPTION

The i-Gaming industry in Malta is truly extensive. The Island entitled to be the World's i-Gaming Capital when the Malta Gaming Authority regulates all types of gaming and gambling activities including national lotteries, bingo halls, casinos, gaming parlours and remote gaming. The i-Gaming sector in Malta displays a steady growth which makes the country the best destination for those who seek out opportunities within i-Gaming industry.

## VACANCIES WITHIN THE SECTOR

- CRM Manager
- Customer Support Agent
- Online Gaming Graphics Designer
- Account Manager
- Affiliate Manager / Customer Acquisition
- CRM Campaign Manager
- Payments Project Manager
- SEO Manager

### CRM Manager

The CRM Manager is responsible for development, execution, and continuous refinement of multi-channel Consumer Relations and the development of programs, roadmaps, and Consumer Relation strategies. The CRM Manager focuses on the loyalty and retention marketing strategies.

CRM Managers may perform the following tasks:

- The development of a customer segmentation strategy
- Shape and deliver of marketing and promotional campaigns
- Establish and maintain relationships with key business partners to ensure strategy alignment
- Responsible for the measurement, reporting and optimisation of all CRM activities
- Participating in building communication plans
- Develop a KPI framework which effectively measures the value of the growing database of the i-Gaming brand
- Identify gaps and develop new processes and procedures to ensure CRM best practice and alignment

### Customer Support Agent

Customer Support Agent is a customer service-oriented person who ensures that a high level of service support is provided to clients and end-users.

Customer Support Agents may perform the following tasks:

- Ensure that customer service operations consistently meet business requirements in terms of language and service levels.
- Investigate and isolate recurring customer issues, define and propose improvement measures.
- Take care of incident management and escalation processes are adhered to and improved upon.
- Efficient communication and co-ordination of operational matters arising from customer service
- Making sure that responsible gaming approach in customer service operations is followed.
- Evaluate player's feedback and provide 24/7 multi-channel support via voice, email, online and social networks, etc.



## Online Gaming Graphics Designer

Creates online graphics for i-gaming websites, blogs, newsletters, etc. and makes sure that Brand's unique identity is maintained, while keeping it fresh and innovative.

Online Gaming Graphics Designers may perform the following tasks:

- Design and concept planning of campaigns, promotions, newsletters, landing pages, banners, etc. for i-gaming companies
- Delivery of design material of very high quality for multiple i-gaming brands
- Help develop and champion all of brand guidelines
- Conceptualize and create high-level motion graphics in After Effects, Photoshop, and/or Cinema 4D
- Work with team of developers to help define technical requirements/needs and specifications
- Export and optimize the images and create game-ready assets. Construct high-quality HUDs, menu systems, buttons, and other necessary UI assets in variety of styles

## CRM Campaign Manager

Develop campaign strategies to drive increased consumer engagement and revenue. Oversee the plan the implementation of marketing campaigns to achieve targets.

CRM Campaign Managers may perform the following tasks:

- Developing, documenting and maintaining processes for CRM Casino Campaigns and ensuring they are implemented and communicated to relevant stakeholders
- Driving the creative and also mechanical part of Global Casino Campaigns
- Formulating and maintaining a document repository for all Campaign planning material and templates
- Helping to drive the campaign planning in collaboration with relevant stakeholders
- Ensuring that the brand guidelines are followed in the campaign planning and execution
- Support with input to messaging, promotion and cross-selling between verticals
- Representing the Retention Marketing team by advising on best practices for Global Campaigns
- Assisting CRM Managers and CRM Operations team with planning for Global Campaign execution
- Completing the relevant research on the latest trends and developments in the industry on products
- Undertaking competitor analysis of current marketing activities and adjusting practices for future campaigns

## Account Manager

Account Manager is up to build and maintain productive relationship with customers. Develop customer strategies for performance metrics, escalation management, and communication.

Account Managers may perform the following tasks:

- Turn registered players into loyal members of the gaming community using various selling approach.
- Build and maintain strong, long-lasting customer relationships.
- Act as the main point of contact and develop a trusted advisor relationship with key customers and their key stakeholders.
- Sell, up-sell and cross-sell the gaming solutions.
- Develop and implement account plans that drive the attainment of business objectives and forecast and track account metrics/KPI's for each of accounts.
- Maintain awareness of market conditions, competitive products offered and pricing.
- Initiate improvement projects in terms of performance, processes, collaboration with other departments.

## Affiliate Manager / Customer Acquisition

Affiliate Manager within i-Gaming industry is responsible to develop business strategies to improve affiliate program.

Affiliate Managers may perform the following tasks:

- Manage a portfolio of existing affiliate partners via various communication channels to maximize revenue generation
- Nurturing existing affiliates to deliver ongoing revenue on monthly basis, and negotiate commercial deals to attract additional revenue
- Managing new projects that support conversion and retention of new & existing customer affiliates that are onboarded to the business and platform
- Develop strategy briefs and online campaign marketing activities for existing affiliates
- Collaborate with marketing team and advertising agency on other non-affiliate audience acquisition efforts.
- Monitoring, tracking and evaluating all audience acquisition efforts across all channels and reporting ROI of campaigns

## Payments Project Manager

Key role is supporting the payments team through the successful implementation of payment service providers.

Payments Project Managers may perform the following tasks:

- Monitoring and reporting on customer activity and overall payment performance (success rates, decline reasons, chargebacks etc.)
- Increasing conversion rates by optimizing the design and functionality of the payment solutions
- Understanding all functionalities of existing and new payment method solutions, including credit card, Wallet and bank transfer solutions, payment costs and more
- Write high level Business Requirement documents to build new products and support improvements of existing products
- Create detailed business plans on the functionality of each payment method.
- Manage and maintain ongoing communication with all our payment providers

## SEO Manager

SEO specialist manages all search engine marketing campaigns as well as oversees onsite and offsite SEO resources.

SEO Managers may perform the following tasks:

- Monitor search results and search performance across the major search channels in order to improve rankings for i-gaming brand.
- Research and administer social media tools in support of social media strategy.
- Have a thorough knowledge of search ranking factors and critical updates.
- Through understanding in Search Engine Optimization, implement and administer search engine programs.
- Monitor and evaluate search results and search performance across the major search channels in order to improve rankings.
- Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities



## GAMIFICATION SECTOR

### DESCRIPTION

Gamification is regarded as one of the most challenging areas of software engineering. Beyond traditional software design requirements, designing gamification requires the command of disciplines such as (motivational/behavioral) psychology, game design, and narratology, making the development of gamified software a challenge for traditional software developers. People often have mistaken gamification concept with playing video games. It's not only about rewards points, trophies or leaderboards, enterprise gamification encompasses feedback system, writing a proposal, winning a contract, making a phone call, solving a customer problem. It involves game mechanics to the non-game environment to intensify engagement to excel performance management.

### PEOPLE WORKING IN GAMIFICATION MAY BE INVOLVED IN:

- Manager of Community
- Behavioral Analysis and Gamification
- Graphic Design
- Growth and Retention Manager
- Engagement Specialist
- Software developer



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