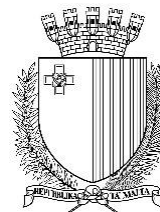


Anness A



Ministeru	Uffiċċju tal-Prim Ministru
L-impjeg	Manager I

UFFIĊĊJU TAL-PRIM MINISTRU
BERĠA TA' KASTILJA, VALLETTA, MALTA

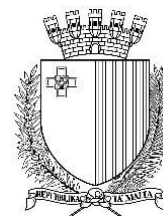
Dmirijiet u responsabbiltajiet

- i. Jippjana, joħloq u jimmaniġġja kampanji ta' kummerċjalizzazzjoni fuq diversi kanali, inklużi online u offline, biex tittejjeb il-viżibilità tal-marka;
- ii. Jissorvelja l-isforzi tal-kummerċjalizzazzjoni digitali, inklużi l-midja soċjali, il-marketing tal-email, u l-marketing tal-kontenut biex tingħata spinta lill-preżenza online u jinvolvi ruħu mal-udjenza fil-mira;
- iii. Jikkollabora ma' tim intern u fornituri biex joħloq materjali ta' kummerċjalizzazzjoni konvinċenti, bħal blog posts, infografiji, vidjows u kontenut ieħor rilevanti;
- iv. Iżomm u jsaħħaħ l-immaġni tal-marka tal-kumpanija u jiżgura konsistenza fil-materjali kollha tal-kummerċjalizzazzjoni;
- v. Jiżviluppa u jżomm relazzjonijiet ma' ħwienet tal-midja, influencers tal-industrija, u aġenziji biex jiżgura kopertura u sħubijiet tal-midja;
- vi. Jissorvelja proġetti u inizjattivi ta' kummerċjalizzazzjoni filwaqt li jiżgura li jitlestew fil-ħin u mal-baġit;
- vii. Jaħdem ma' aġenziji esterni, u msieħba biex jeseġwixxi kampanji u inizjattivi ta' kummerċjalizzazzjoni;
- viii. Iżomm rekords tas-suq, kuntratti, RFQs u rapporti għal referenza futura;
- ix. Jiskeda u jorganizza laqgħat ta' kummerċjalizzazzjoni;
- x. Iwettaq dmirijiet b'kollaborazzjoni mal-Uffiċċju tas-Segretarju Permanenti Ewlieni;
- xi. Iwettaq dmirijiet oħra kif mitlub mis-superjuri tiegħu/tagħha; u

xii. Kwalunkwe dmir ieħor kif ordnat mis-Segretarju Permanenti Ewlieni.

Annex A

Ministry	Office of the Prime Minister
Job title	Manager I



OFFICE OF THE PRIME MINISTER
AUBERGE DE CASTILLE, VALLETTA, MALTA

Duties and responsibilities

- i. Plans, creates and manages marketing campaigns across various channels, including online and offline, to enhance brand visibility;
- ii. Oversees digital marketing efforts, including social media, email marketing, and content marketing to boost online presence and engages with the target audience;
- iii. Collaborates with internal team and suppliers to create compelling marketing materials, such as blog posts, infographics, videos and other relevant content;
- iv. Maintains and enhances the company's brand image and ensures consistency across all marketing materials;
- v. Develops and maintains relationships with media outlets, industry influencers, and agencies to secure media coverage and partnerships;
- vi. Oversees marketing projects and initiatives ensuring they are completed on time and within budget;
- vii. Works with external agencies, and partners to execute marketing campaigns and initiatives;
- viii. Maintains marketing records, contracts, RFQs and reports for future reference;
- ix. Schedules and organises marketing meetings;
- x. Performs duties in conjunction with the Office of the Principal Permanent Secretary;
- xi. Performs other duties as requested by his/her superior; and

- xii. Any other duties as directed by the Principal Permanent Secretary.