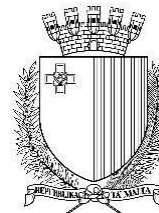


Anness A



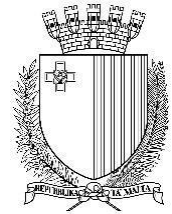
UFFIĊĊJU TAL-PRIM MINISTRU
BERĠA TA' KASTILJA, VALLETTA,
MALTA

Ministeru	Uffiċċju tal-Prim Ministru
L-Impjeg	Manager II

Dmirijiet u responsabbiltajiet

- Jippjana, jiżviluppa u jmexxi kampanji ta' marketing u komunikazzjoni fuq diversi mezzi ta' komunikazzjoni, inklużi pjattaformi diġitali u tal-midja soċjali, sabiex tissaħħaħ il-viżibbiltà, l-aċċessibbiltà u l-għarfien pubbliku dwar il-Konsultazzjonijiet Pubbliċi;
- Imexxi u jissorvelja inizzjattivi ta' marketing diġitali, inklużi l-ġestjoni tal-midja soċjali, il-komunikazzjonijiet bl-email, ir-reklamar online u t-tixrid tal-kontenut, bil-għan li jiżdied l-involvement u l-partecipazzjoni tal-pubbliku fil-proċessi ta' konsultazzjoni;
- Jissorvelja l-operat u l-prestazzjoni tal-Pjattaforma tal-Konsultazzjoni Pubblika u jikkollabora mal-fornituri tas-servizzi u l-kuntratturi sabiex jiġu indirizzati rekwiżiti relatati mal-liċenzji, kwistjonijiet tekniċi u titjib fis-sistemi, filwaqt li tiġi żgurata l-kontinwità tas-servizz;
- Jikkoordina ma' partijiet ikkonċernati rilevanti fl-iżvilupp ta' materjal ta' marketing u promozzjonali, inklużi publikazzjonijiet, kontenut tal-midja soċjali, infografiċi, vidjows, animazzjonijiet u prodotti oħra ta' komunikazzjoni;
- Jiġbor, jikkonsolida u janalizza data kwantitattiva u kwalitattiva, iwettaq riċerka rigward is-suq, u jidentifika xejriet emergenti, aspettattivi tal-partijiet ikkonċernati u mudelli ta' involvement tal-pubbliku sabiex jappoġġja l-proċess tat-tehid tad-deċiżjonijiet;
- Ihejji rapporti analitiċi u informazzjoni manigerjali sabiex jissaħħaħ il-proċess ta' rappurtar relatat mal-Konsultazzjonijiet Pubbliċi;
- Juża għodod ta' analiżi u monitoraġġ tal-prestazzjoni sabiex jevalwa l-effettività tal-kampanji ta' marketing u inizzjattivi ta' involvement pubbliku, u jipprovdi rakkomandazzjonijiet għal titjib kontinwu;
- Jikkollabora mill-qrib mal-Ministeri, Dipartimenti, Entitajiet tas-Settur Pubbliku, organizzazzjonijiet tal-midja u partijiet ikkonċernati oħra sabiex jiżgura li l-kampanji ta' komunikazzjoni, l-attivitajiet promozzjonali u l-inizzjattivi relatati mal-Konsultazzjoni Pubblika jkunu konformi mal-linji gwida u l-oġettivi stabbiliti;
- Izomm rekords relatati mal-attivitajiet ta' marketing u komunikazzjoni, inklużi l-kontenut tal-midja soċjali, kuntratti, dokumentazzjoni tal-akkwist, talbiet għal kwotazzjonijiet (RFQs) u rekords rilevanti oħra, skont il-proċeduri applikabbli;
- Iwettaq kwalunkwe xogħol ieħor kif ordnat mid-Direttur (Konsultazzjoni Pubblika); u
- Kwalunkwe dmir ieħor hekk kif ordnat mis-Segretarju Permanenti Ewlieni.

Annex A



OFFICE OF THE PRIME MINISTER
CASTILLE PALACE, VALLETTA,
MALTA

Duties and responsibilities

- i. Plans, develops and manages marketing and communication strategies and campaigns across multiple channels, including digital and social media platforms, to enhance the visibility, accessibility and public awareness of Public Consultations;
- ii. Leads and oversees digital marketing initiatives, including social media management, email communications, online advertising and content dissemination, to increase public engagement and participation in consultation processes;
- iii. Monitors the operation and performance of the Public Consultation Platform, liaising with service providers and contractors to address licensing requirements, technical issues and system enhancements, whilst ensuring continuity of service;
- iv. Coordinates with external suppliers and relevant stakeholders in the development of marketing and promotional materials, including publications, social media content, infographics, videos, animations and other communication products;
- v. Gathers, collates and analyses quantitative and qualitative data, undertakes market research, and identifies emerging trends, stakeholder expectations and public engagement patterns to support decision-making;
- vi. Prepares analytical reports, and management information, to enhance Public Consultation reporting;
- vii. Utilises analytics and performance monitoring tools to assess the effectiveness of marketing campaigns and public engagement initiatives, and provides recommendations for continuous improvement;
- viii. Collaborates closely with Ministries, Departments, Public Sector Entities, media organisations and other stakeholders to ensure that communication campaigns, promotional activities and public awareness initiatives regarding Public Consultation are aligned with established guidelines and strategic objectives;
- ix. Maintains comprehensive records relating to marketing and communication activities, including social media content, contracts, procurement documentation, request for quotations (RFQs) and other relevant records, in accordance with applicable policies and procedures;
- x. Performs other duties and responsibilities as directed by the Director (Public Consultation); and
- xi. Any other duties as directed by the Principal Permanent Secretary.

Office of the Prime Minister

Office of the Prime Minister, Auberge de Castille, Valletta
Telephone: 2200 - 0000