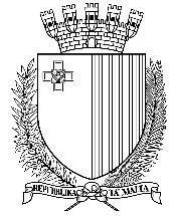


Annex A

Ministry	<i>Ministry for Health and Active Ageing</i>
Job Title	<i>Assistant Manager (Marketing and Communications)</i>



MINISTRY FOR HEALTH AND ACTIVE AGEING

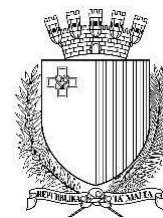
PALAZZO SPINOLA, 46, ST CHRISTOPHER STREET, VALLETTA, MALTA

Duties and Responsibilities

- i. Keeps up to date with developments in areas of interest to the respective department and discusses with the respective senior management possible initiatives to be undertaken;
- ii. Liaises with the relevant officers, in order to ensure correct and timely research contributions to the management of the department;
- iii. Participates in the ongoing analyses within the department in specified areas of work/services identified by the management and other relevant research initiatives;
- iv. Collects and analyses statistical data and information used to complete reports and/or tasks, under supervision, as required, including data requested for parliamentary questions, amongst others;
- v. Monitors and follows up on completed research to provide analysis of the outcomes and its contribution towards the service;
- vi. Provides support to senior management in the delivery of services pertaining to the department;
- vii. Proposes recommendations for simplification of processes and follows up on their implementation;
- viii. Provides support and ensures regular updating of databases relating to operations of the department;
- ix. Assists management in the compilation of reports when and where requested;
- x. Assists management in planning, creating and managing marketing campaigns across various channels, including online and offline, to enhance brand visibility;
- xi. Oversees digital marketing efforts, including social media, email marketing, and content marketing to boost online presence and engaging with the target audience;
- xii. Supports the planning and execution of marketing events and other promotional activities;
- xiii. Assists management in overseeing marketing projects and initiatives ensuring they are completed on time and within budget and taking charge of teams with a view of achieving said goals;
- xiv. Works with management and stakeholders to execute marketing campaigns and initiatives;
- xv. Undertakes any other tasks, which the superior may delegate to him/her, as may be required;
- xvi. Any other duties as directed by the Principal Permanent Secretary.

Anness A

Ministeru	<i>Ministeru għas-Sahħa u Anzjanita' Attiva</i>
L-Impjeg	<i>Assistant Manager (Marketing u Communications)</i>



MINISTRY FOR HEALTH AND ACTIVE AGEING

PALAZZO SPINOLA, 46, ST CHRISTOPHER STREET, VALLETTA, MALTA

Dmirijiet u Responsabbiltajiet

- i. Iżomm ruħu aġġornat bl-iżviluppi f'oqsma ta' nteress għad-dipartiment rispettiv u jiddiskuti mas-senior management rispettiv l-inizjattivi li għandhom jittieħdu;
- ii. Iżomm kuntatt mal-uffiċjali tad-dipartiment, sabiex jiżgura kontribuzzjonijiet ta' riċerka kurretti u f'waqthom lill-management tad-dipartiment;
- iii. Jipparteċipa fl-analiżi kontinwa fi ħdan id-dipartiment f'oqsma ta' xogħol/servizzi identifikati mis-superjuri u inizjattivi oħra ta' riċerka rilevanti;
- iv. Jiġbor u janaliżza informazzjoni u statistika għall-użu ta' kitba ta' rapporti u/jew eżekuzzjoni ta' kompiti oħra meħtieġa, taħt is-supervizzjoni, kif ikun meħtieġ, inkluża statistika mitluba għall-mistoqsijiet parlamentari, fost l-oħrajn;
- v. Jissorvelja u jsegwi riċerka kompluta biex jipprovdi analiżi tar-riżultati u l-kontribuzzjoni ta' l-istess riċerka lejn is-servizz;
- vi. Jipprovdi l-appoġġ meħtieġ lis-senior management fit-tmexxija tas-servizzi pprovduti mid-dipartiment;
- vii. Jipproponi rakkomandazzjonijiet għas-simplifikazzjoni tal-proċessi u jsegwi l-implimentazzjoni tagħhom;
- viii. Jipprovdi appoġġ u jiżgura l-aġġornament regolari ta' databases relatati mal-operat tad-dipartiment;
- ix. Jassisti lill-management fil-kumpilazzjoni ta' rapporti meta u fejn mitluba;
- x. Jassisti lill-management fl-ippjanar, il-ħolqien u l-immanigjar ta' kampanji ta' kummerċjalizzazzjoni fuq diversi kanali, inklużi online u offline, biex tittejjeb il-viżibilita' tal-marka;
- xi. 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 tinvolvi ruħha mal-udjenza fil-mira;
- xii. Jappoġġja l-ippjanar u l-eżekuzzjoni ta' avvenimenti ta' kummerċjalizzazzjoni u attivitajiet promozzjonali oħra;
- xiii. Jassisti lill-manigment fl-issorveljar ta' proġetti u inizjattivi ta' kummerċjalizzazzjoni filwaqt li jiżgura li jitlestew fil-ħin u fil-baġit u jmexxi t-timijiet bil-ħsieb li jintlaħqu l-għanijiet imsemmija;
- xiv. Jaħdem mal-management u lill-partijiet ikkonċernati biex jeseġwixxi kampanji u inizjattivi ta' kummerċjalizzazzjoni;
- xv. Kwalunkwe kompietu ieħor li s-superjur jista' jiddelega lilu/ha, kif jista' jkun meħtieġ;
- xvi. Kwalunkwe dmir ieħor hekk kif ordnat mis-Segretarju Permanenti Ewlieni.