

Call for Communications and Strategy Consultant with the Valletta Cultural Agency (VCA)

The services of a Communications and Strategy Consultant are required at the VCA, starting from January 2023 with an average of 40 hours of service per week.

The Contract for Service will be for a period of thirty-six months. The service shall be remunerated at €22 (excluding VAT) per hour and will not exceed the total of €46,500 (excluding VAT) per year, for a total of not exceeding €139,500 (excluding VAT) over three years. Any other taxes or charges shall be borne by the successful candidate.

The Valletta Cultural Agency

The VCA is a Government entity that sustains and strengthens the Capital City's vibrant cultural life through the creation of an annual programme of creative events developed in collaboration with artists and other Public Cultural Organisations. A legacy of the Valletta 2018 Foundation, the VCA also upholds standards of excellence in the coordination and organisation of cultural events in the city, while encouraging access and participation by a diverse audience.

Services Required

A Consultant is required to provide guidance on Communications, Production and Strategy matters, while developing in conjunction with the Chairman, the Chief Executive Officer, the Head of Communications and the Head of Programming & Production, a strategic direction for the success of the organisation.

Main Tasks

- Estimate Agency requirements and collaborate with various teams to achieve established goals;
- Advise executive management in the development of comprehensive brand and marketing communication strategies that support the overall strategic direction of the Agency;
- Assist executive management in implementing desired strategies;
- Advise executive management on creative direction and media purchases;
- Work with the Communications Department to develop promotional materials required for various communication strategies;



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- Restructuring of Communications Department to turn it into a transmedial broadcasting office in line with modern story architecture;
- Strengthening the Communication Departments' outreach efforts for messages to be broadcast on multiple media platforms simultaneously;
- Supervising production of mini documentaries for various platforms that can be exported to a wider canvas that ranges from old to new media;
- Overseeing the production of audio-visual material and archiving, be it in the form of short edits or fully-fledged television productions;
- Redesigning brand and marketing strategies to align with requirements of new transmedia realities;
- Enlarging the Agency's online footprint through engagement storytelling and media mix strategies;
- Redesigning messages and adapt them for various media platforms;
- Aiding in the identification of platforms in which the Agency's target audience(s) are congregating;
- Connecting with said audiences and engaging with them;
- Ensuring brand conformity for all different social media platforms;
- Training members of the Communications Department in transmedia narratives and narrative architecture;
- Helping prepare business proposals and presentations;
- Writing speeches as and when necessary;
- Identify issues and propose solutions;
- Assessing the pros and cons of possible strategies;
- Developing media plans and policies with executive management;
- Advising on public relations campaigns;
- Assisting with the creation and execution of brand and marketing initiatives for the VCA and its various projects;
- Developing creative content for both traditional and non-traditional marketing communications campaigns across integrated communications channels;
- Assisting with maintaining a consistent "look and feel" for all external messaging and creative executions;
- Creating and producing transmedial material;
- Ensuring optimum use of resources and realization of timelines in prioritizing and authorizing projects;
- Contributing ideas and expertise in planning and implementing solutions for Agency;
- Collaborating with teams to assimilate novel communication opportunities and educational trends;
- Collaborating with marketing professionals to produce copy for advertisements or articles;



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- Any other task that may be assigned by the Chief Executive Officer and / or her representative.

The selected service provider will work under the supervision of the Chief Executive Officer of the VCA and will be required to be available for meetings via internet, on-site and at the office. S/he will have flexible working hours and will be able to provide services during unscheduled or at unusual times as required by the exigencies of work.

Qualifications and Experience Required

Interested applicants must be in possession of a Qualification in Marketing, Communications, Management or in a field related to the arts at MQF Level 8 or equivalent, and a minimum of 5 years' proven experience in the cultural and / or artistic sector

OR

a Qualification in Marketing, Communications, Management or in a field related to the arts at MQF Level 7 or equivalent, and a minimum of ten years' proven experience in the cultural and / or artistic sector.

AND

Must be able to communicate in English and, preferably, also Maltese;

It will be considered an asset for eligible applicants to have:

- Excellent communications skills;
- Excellent networking skills;
- Ability to develop artistic concepts;
- Proficient computer skills (MS Office and Outlook);
- Strong attention to detail.

Applications

Interested applicants are required to send a motivation letter addressed to the Chief Executive Officer, together with a document outlining a brief explanation and methodology on how they are to achieve the objectives laid out in the Main Tasks section. These documents, together with a CV and copies of certificates, are to be sent by email on: hr.vca@vca.gov.mt by not later than noon of 31st December 2022. Late applications will not be considered.



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Shortlisted applicants will be asked to sit for an interview, which may be conducted over the internet.

The final selection shall be made on technical merit. It will be based on an analysis of the submitted documentation in line with the requirements of this call, and on the outcome of the interview.



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Sejha għal Konsulent tal- Komunikazzjoni u l-Istrategija mal- Aġenzija Kulturali għall-Belt Valletta (VCA)

Is-servizzi ta' Konsulent tal-Komunikazzjoni u l-Istrategija huma meħtieġa fil-VCA, u jibdew minn Jannar 2023 b'medja ta' 40 siegħa ta' servizz fil-gimgha.

Il-Kuntratt għal Servizz ser ikun għal perjodu ta' sitta u tletin xahar. Is-servizz għandu jithallas bi €22 (eskluża l-VAT) fis-siegħa u mhux se jaqbeż it-total ta' €46,500 (eskluża l-VAT) fis-sena, għal total ta' mhux aktar minn €139,500 (eskluża l-VAT) fuq tliet snin. Kwalunkwe taxxi jew flasijiet oħra għandhom jithallsu mill-kandidat li jintgħażel.

L-Aġenzija Kulturali tal-Belt Valletta

Il-VCA hija entità tal-Gvern li ssostni u ssaħħaħ il-ħajja kulturali vibranti tal-Belt Kapitali permezz tal-ħolqien ta' programm annwali ta' avvenimenti kreattivi żviluppati b'kollaborazzjoni ma' artisti u Organizzazzjonijiet Kulturali Pubbliċi oħra. Legat tal-Fondazzjoni Valletta 2018, il-VCA ssostni wkoll standards ta' eċċellenza fil-koordinazzjoni u l-organizzazzjoni ta' avvenimenti kulturali fil-belt, filwaqt li tinkoraġġixxi aċċess u partecipazzjoni minn udjenza diversa.

Servizzi Meħtieġa

Konsulent huwa meħtieġ biex jipprovdi gwida dwar kwistjonijiet ta' Komunikazzjoni, Produzzjoni u Strategija, filwaqt li jiżviluppa flimkien maċ-Chairman, l-Uffiċjal Kap Eżekuttiv, il-Kap tal-Komunikazzjoni u l-Kap tal-Ipprogrammar u l-Produzzjoni, direzzjoni strategika għas-suċċess tal-organizzazzjoni.



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Kompiti Ewlenin

- Stima tar-rekwiżiti tal-Aġenzija u kollaborazzjoni ma' diversi timijiet biex jinkisbu l-għanijiet stabbiliti;
- L-għoti ta' pariri lill-manigment eżekuttiv fl-iżvilupp ta' strateġiji komprensivi ta' komunikazzjoni tad-ditta u l-marketing li jappoġġaw id-direzzjoni strateġika ġenerali tal-Aġenzija;
- Għajjnuna lill-manigment eżekuttiv fl-implimentazzjoni tal-istrateġiji mixtieqa;
- L-għoti ta' pariri lill-manigment eżekuttiv dwar id-direzzjoni kreattiva u x-xiri tal-midja;
- Hidma mad-Dipartiment tal-Komunikazzjoni biex jiġu żviluppati materjali promozzjonali meħtieġa għal diversi strateġiji ta' komunikazzjoni;
- Ristrutturar tad-Dipartiment tal-Komunikazzjoni biex jinbidel f'uffiċċju ta' xandir transmedjali f'konformità mal-arkitettura tal-istorja moderna;
- It-tiġh tal-isforzi ta' sensibilizzazzjoni tad-Dipartimenti tal-Komunikazzjoni biex il-messaġġi tiegħu jkunu mxandra fuq diversi pjattaformi tal-midja simultanjament;
- Is-superviżjoni tal-produzzjoni ta' dokumentarji qosra għal diversi pjattaformi li jistgħu jiġu esportati għal tala usa' li tvarja minn midja tradizzjonali għal moderna;
- Is-sorveljanza tal-produzzjoni ta' materjal awdjoviżiv u arkivjar, kemm jekk fil-forma ta' edits qosra jew produzzjonijiet televiżivi b'mod shih;
- It-tfassil mill-ġdid tal-istrateġiji tad-ditta u tal-marketing biex jallinjaw mal-htigijiet ta' realtajiet transmedjali moderni;
- It-tkabbir tal-impronta tal-Aġenzija online permezz ta' rakkont ta' stejjer ta' involviment u strateġiji ta' taħlita tal-midja;
- It-tfassil mill-ġdid tal-messaġġi tal-Aġenzija u l-adattament tagħhom għal diversi pjattaformi tal-midja;
- Għajjnuna fl-identifikazzjoni ta' pjattaformi li fihom l-udjenza(i) fil-mira tal-Aġenzija;
- Konnessjoni ma' dawg l-udjenzi u involviment magħhom;
- L-iżgurar tal-konformità tad-ditta għall-pjattaformi differenti kollha tal-midja soċjali;
- Taħriġ lill-membri tad-Dipartiment tal-Komunikazzjoni fir-narrattivi transmedjali u l-arkitettura tan-narrattiva;



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- Ghajjnuna fil-preparazzjoni ta' proposti u preżentazzjonijiet tan-negozju;
- Kitba ta' diskorsi kif u meta jkun meħtieġ;
- L-identifikazzjoni ta' kwistjonijiet u l-proponiment ta' soluzzjonijiet;
- Il-valutazzjoni tal-vantaġġi u l-iżvantaġġi ta' strateġiji possibbli;
- L-iżvilupp ta' pjanijiet u politiki tal-midja b'gestjoni eżekuttiva;
- L-ġhoti ta' pariri dwar kampanji ta' relazzjonijiet pubbliċi;
- Ghajjnuna fil-ħolqien u l-eżekuzzjoni ta' inizjattivi relatati mad-ditta u l-marketing għall-VCA u l-proġetti varji tagħha;
- L-iżvilupp ta' kontenut kreattiv għal kampanji ta' komunikazzjoni ta' marketing kemm tradizzjonali kif ukoll mhux tradizzjonali fuq mezzi ta' komunikazzjoni integrati;
- Ghajjnuna biex tinzamm “dehra u sensazzjoni” konsistenti għall-messaġġi esterni u l-eżekuzzjonijiet kreattivi kollha;
- Il-ħolqien u l-produzzjoni ta' materjal transmedjali;
- L-iżgurar tal-aħjar użu tar-riżorsi u t-twettiq tal-iskedi ta' żmien fil-prijoritizzazzjoni u l-awtorizzazzjoni ta' proġetti;
- Kontribut ta' ideat u għarfien espert fl-ippjanar u l-implimentazzjoni ta' soluzzjonijiet għall-Aġenzija;
- Kollaborazzjoni ma' timijiet biex jiġu assimilati opportunitajiet godda ta' komunikazzjoni u xejriet edukattivi;
- Kollaborazzjoni ma' professjonisti tal-marketing biex tiġi prodotta kitba għal reklami jew artikli;
- Kull komputu ieħor li jista' jiġi assenjat mill-Uffiċjal Kap Eżekuttiv u/jew rappreżentant tagħha.

Il-fornitur tas-servizz magħżul ser jaħdem taħt is-superviżjoni tal-Uffiċjal Kap Eżekuttiv tal-VCA u ser ikun meħtieġ li jkun disponibbli għal-laqgħat permezz tal-internet, fuq il-post u fl-uffiċċju. Ser ikollu sigħat tax-xogħol flessibbli u ser ikun jista' jipprovdi servizzi f'ħinijiet mhux skedati jew mhux tas-soltu kif meħtieġ mill-esiġenzi tax-xogħol.



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Kwalifiki u Esperjenza Meħtieġa

L-applikanti interessati jridu jkunu fil-pussess ta' Kwalifika fil-Marketing, Komunikazzjoni, il-Ġestjoni (Management) jew f'qasam relatat mal-arti fil-Livell MQF 8 jew ekwivalenti, u minimu ta' ħames (5) snin esperjenza ppruvata fis-settur kulturali u/jew artistiku

JEW

Kwalifika fil-Marketing, Komunikazzjoni, il-Ġestjoni (Management) jew f'qasam relatat mal-arti fil-Livell MQF 7 jew ekwivalenti, u minimu ta' għaxar (10) snin esperjenza ppruvata fis-settur kulturali u/jew artistiku.

U

Irid ikun kapaci jikkomunika bl-Ingliż u, preferibbilment, ukoll bil-Malti;

Se jitqies bhala assi għall-applikanti eligibbli li jkollhom:

- Ħiliet eċċellenti ta' komunikazzjoni;
- Ħiliet eċċellenti ta' netwerking;
- Il-kapaċità li jiżviluppaw kuncetti artistiki;
- Ħiliet profiċjenti fil-kompjuter (MS Office u Outlook);
- Attenzjoni impekkabbli għad-dettall.

Applikazzjonijiet

L-applikanti interessati huma mitluba jibagħtu ittra ta' motivazzjoni indirizzata lill-Kap Eżekuttiv, flimkien ma' dokument li jagħti spjegazzjoni qasira u metodologija dwar kif bi



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ħsiebhom jilħqu l-għanijiet stipulati fit-taqsimha tal-Kompiti Ewlenin. Dawn id-dokumenti, flimkien ma' CV u kopji ta' ċertifikati, għandhom jintbagħtu bl-email fuq: hr.vca@vca.gov.mt sa mhux aktar tard minn nofsinhar tal-31 ta' Diċembru 2022. Applikazzjonijiet li jaslu tard ma jġugx ikkunsidrati.

L-applikanti magħżula se jintalbu jattendu għal intervista, li tista' ssir fuq l-internet.

L-għażla finali ser issir fuq mertu tekniku. Ser tkun ibbażata fuq analiżi tad-dokumentazzjoni sottomessa skont ir-rekwiżiti ta' din is-sejha, u fuq ir-riżultat tal-intervista.