

## About the Government of Jersey

### Communications Service

The Communications Service is a cross-government network of specialist communicators who serve the Jersey public and support the work of 13 Ministers, Assistant Ministers, and nine government departments.

#### **Purpose, mission and aims**

Our purpose is to support government priorities, assist in the effective running of Jersey's public services, and help to improve Islanders' lives.

Our mission is to help government deliver policies and priorities in a way that wins support and understanding, connects leaders with the public, drives action, and builds trust.

We do this by championing an open, authentic and accessible government.

We aim to be valued as a visible, trusted and strategic partner across government by:

- Supporting leadership with specialist communications advice, guidance and delivery
- Providing a seamless communications service for departments and Ministers, and
- Delivering value-for-money activity.

#### **What we do**

We plan and deliver highly effective public-facing campaigns, media activity, and stakeholder and internal communications that:

- Explains the priorities of government
- Signposts support for those in need
- Changes behaviour for the public good
- Provides clarity and reassurance during and after a crisis
- Supports businesses and the economy to grow
- Enhances and protects our natural and built environment
- Maintains and enhances public trust in government.

Our main focus is on campaigns that communicate Government priorities and major projects, Government reputation management (media / social media), Major Incident communications (reactive and recovery), Employee engagement, and Advising Ministers and SLTs on messaging, audiences, and lines to take.

Our disciplines include strategic communication, media, internal communication, marketing and campaigns, and digital communications.

**How does the Communications Service provide value to government?**

<b>FOR MINISTERS</b>	<b>FOR DEPARTMENTS</b>
<p>Specialists in media, corporate comms and campaigns provide content and advice on:</p> <ul style="list-style-type: none"> <li>• Campaigns linked to priorities, consultations, and policy announcements</li> <li>• Sensitive or reputationally harmful issues in the media</li> <li>• Countering disinformation and misinformation</li> <li>• Informing and reassuring the public on major incidents, public health and safety issues, and</li> <li>• Engaging with stakeholders.</li> </ul> <p>We also work with private secretaries who are responsible for drafting Ministerial commentary, announcements and speeches; creating lines to take for States Assembly debates; drafting media queries and scrutiny answers; and promoting the work of their Ministers on social media.</p>	<p>Experienced communicators in departments work directly with Chief Officers, Senior Management, and Managers of projects and programmes on:</p> <ul style="list-style-type: none"> <li>• Audience-focused Ministerial and departmental campaigns</li> <li>• Management of communication channels – internal and external</li> <li>• Strategic narrative, messaging and storytelling on priorities and major department initiatives</li> <li>• Media management</li> <li>• Handling of corporate reputational issues</li> <li>• Digital and online activity</li> <li>• Event promotion</li> <li>• Major incident and business continuity communications, Gold and Silver group advice, and</li> <li>• Employee and stakeholder engagement.</li> </ul>



There are times we don't have available resources, skills or expertise in departments, and to ensure a seamless service for Ministers and departments, extra support is provided in the form of:

- **An experienced team of senior leaders and in-house specialists:** who work across departments on media handling, campaign and marketing activity, and internal communications.
- **Use of Jersey's creative agencies and freelancers:** who we brief to provide specialist creative and marketing services.
- **A self-service model:** departments have autonomy to produce non-technical creative work, such as posters, flyers and reports, where templates are provided.

### Our audiences



### How are we held to account?

The Communications Service is held to account for the production and implementation of the annual Government of Jersey Communications Plan. The plan outlines what communicators across Government will collectively deliver to support the Government in achieving its priority outcomes.

It is our aspiration that **all** communications activity is monitored and measured to evaluate its effectiveness based on agreed outcomes.

Underpinning this will be a focus on effective channel management, the use of data and insight, accessible communications, and a commitment to innovate and modernise wherever possible.