

## Job Title: Digital Channel Manager

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<b>Department:</b>	Cabinet Office	
<b>Section:</b>	Communications	
<b>Reports to:</b>	Head of Marketing and Campaigns	
<b>JE Ref:</b>	<b>CB1043</b>	
<b>Grade:</b>	CS 10	<b>JE Date:</b> 27.06.2024

### Job purpose

The role of the Digital Channel Manager is to develop, implement, and manage the Government of Jersey's digital marketing strategies to enhance online presence, drive traffic, and achieve business goals. This role involves overseeing digital campaigns, managing social media channels, and analysing digital metrics to ensure effective engagement with target audiences. The Digital Channels Manager is also responsible for executing targeted paid digital advertising campaigns across various channels to enhance outreach efforts, curating content, and engaging with audience responses on the Government of Jersey's social media platforms.

### Job specific outcomes

- Managing Government of Jersey social media platforms, creating engaging content, and monitoring and responding to audience interactions, including providing support with crisis communications.
- Provide support and training to other departments on social media management. This involves equipping team members with the necessary skills and knowledge to effectively utilise social media platforms for their respective objectives.
- Engage with the audience, building relationships, and addressing any issues or concerns in a timely and professional manner.
- Execute successful paid digital advertising campaigns across platforms such as Google and other paid for channels.
- Collaborate with the marketing team to develop digital content strategy aligned with the campaign goals and target audience preferences.
- Effective distributing of digital content through various channels, such as email marketing, social media platforms, paid for media channels, digital display screens, influencers and partnerships.
- Analyse the performance of digital content campaigns, generating reports on key metrics, and using data insights for optimising content strategies and campaigns.
- Collaborate with the marketing team to develop a digital content strategy aligned with campaign goals and target audience preferences, and implement effective software solutions.
- Ensure compliance with relevant social media policies, guidelines, and legal requirements. Upholding Government of Jersey standards and protecting the government's reputation on social media platforms.
- Ensure adherence to processes, best practices and legal requirements is crucial. You will review and validate that these protocols are followed, protecting the government's reputation on digital platforms.

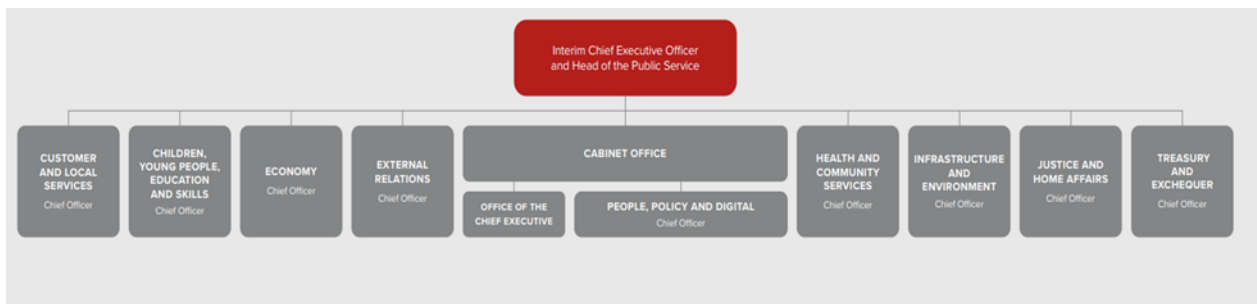
- Provide accurate cost estimates, quotations and supplier payments for projects and monitor budgets to ensure that financial resources are effectively managed throughout the production process.

### Statutory responsibilities

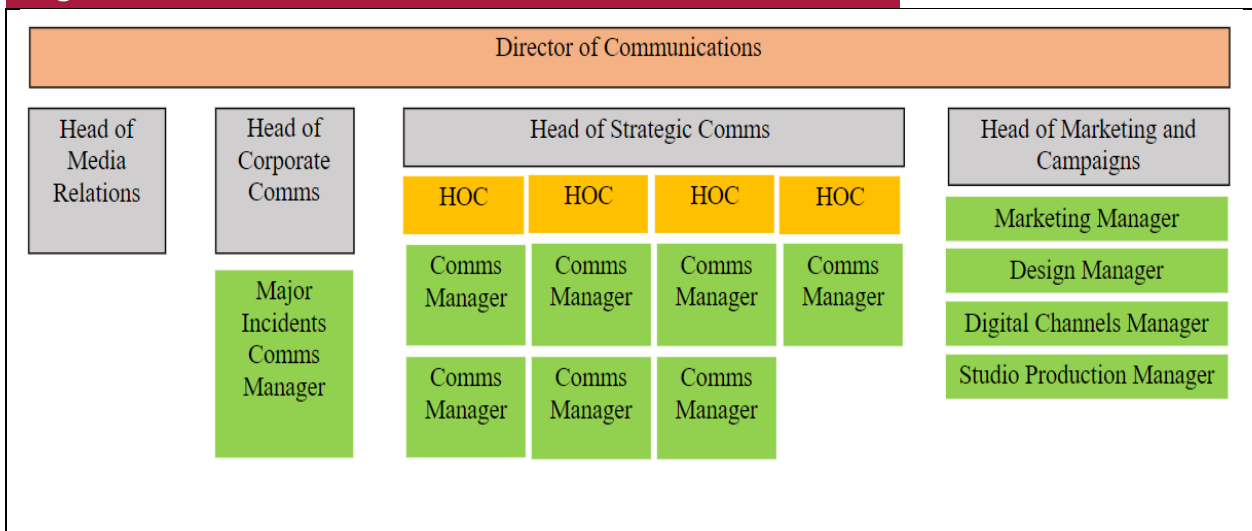
Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

This role is politically restricted. The jobholder is not permitted to undertake political activity involving standing for election to the States or as a Parish Constable, or publicly supporting someone who is standing for election or playing a public part in any political manner.

### Organisational structure



### Organisation chart



## Person Specification

### Specific to the role

<p><b>Qualifications</b></p> <p><i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	<p>A level 5 qualification in digital media OR equivalent 5 years relevant work experience.</p>	
<p><b>Knowledge</b></p> <p><i>This relates to the level and breadth of practical knowledge required to do the job (e.g. the understanding of a defined system, practice, method or procedure).</i></p>	<p>A strong understanding of major social media platforms such as Facebook, Instagram, X, LinkedIn, YouTube, and others, including paid media channels. Familiarity with their features, algorithms, and best practices for content creation and engagement.</p> <p>Proficiency in creating compelling written and visual content for social media, including writing engaging captions, creating eye-catching images, videos, and graphics, and utilising multimedia tools and editing software.</p>	<p>Strong knowledge of computer software that is related to digital design, video editing, and graphic design.</p>
<p><b>Technical / Work-based Skills</b></p> <p><i>This relates to the skills specific to the job, e.g. language fluency, vehicle license etc.</i></p>	<p>Strong writing and communication skills to craft concise, engaging, and persuasive social media copy that aligns with the brand's tone, voice, and values.</p> <p>Understanding key digital media metrics, such as reach, engagement, impressions, click-through rates (CTRs), and</p>	<p>Able to manage and monitor live streaming content and produce podcasts</p> <p>Knowledge of crisis management on social media platforms, including handling negative feedback, addressing customer complaints, and</p>

	<p>conversions. Knowledge of social media/Google analytics tools, to measure and analyse campaign performance.</p> <p>Outstanding problem-solving skills to enable the identification of issues as well as developing solutions to overcome them.</p>	<p>implementing appropriate strategies to protect and enhance the brand's reputation.</p>
<p><b>General Skills/Attributes</b></p> <p><i>This relates to more general characteristics required to do the job effectively, e.g. effective written communication skills, ability to delegate, motivation or commitment etc.</i></p>	<p>Communicate with many people, including clients, team members and other stakeholders.</p> <p>Ability to work to tight deadlines in a changing environment.</p> <p>A proficiency in using graphic design tools like Canva or Adobe Creative Suite is essential.</p> <p>Ability to work to tight deadlines in a changing environment.</p> <p>Capability of managing a flexible working schedule.</p> <p>Ability to work in a team.</p> <p>Continuously refine your skills by staying up to date with design trends and industry best.</p>	<p>The ability to manage a flexible working schedule.</p> <p>Willingness to work in a team</p>
<p><b>Experience</b></p> <p><i>This is the proven record of experience and achievement in a field, profession or specialism. This could include a minimum period of experience in a defined area of work if required by an external body (for example a period of post-qualification experience).</i></p>	<p>Over 5 years' experience of working in digital agency.</p> <p>Experience of delivering digital campaigns.</p>	<p>An interest in government and experience of working in the public sector</p>

## Personal Attributes

Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the States of Jersey tier 4 core accountabilities, attributes and behaviour indicators