

Head of Communications *(Central Government Departments) provisional title

Department:	Cabinet Office	
Section:	Communications Directorate	
Reports to:	Head of Strategic Communications	
JE Ref:	CB1044	
Grade:	CS12	JE Date: 27.06.2024

Job purpose

Co-design communications strategy in collaboration with Government Ministers and senior leaders within directorates/departments. Lead the implementation of strategic and tactical communication plans, providing expert advice and guidance to Ministers on both immediate and planned media and communication requests, ensuring alignment with overarching governmental objectives and priorities.

Job specific outcomes

- Develop a compelling narrative and innovative approaches to communicating with the public through social and traditional media, guerilla marketing, efficient use of advertising and other tools and methods.
- Commission, draft, edit and publish content for Government of Jersey communication channels and manage two-way engagement with stakeholders.
- Provide robust and deliverable communications advice and challenge to Ministers, senior leaders and other colleagues when planning and executing communication campaigns and moments.
- Ensure positive relationship management with the Council of Ministers and the Executive Leadership Team.
- Work in partnership with the other communication practices (media, corporate, and marketing) and act as a leader within the Communications Directorate.
- Lead and manage a small team. Support and mentor junior colleagues and act within the values of the organisation and to the objectives and behaviours agreed with the Head of Strategic Communications.
- Use data and research, to provide insights to formulate strategy and messaging.
- Monitor and measure the effectiveness of communication strategies, tactics and actions, and ensure that lessons learnt are included in future planning and messaging.
- Provide strategic communications and reputational advice to Ministers and Chief Officers, including briefing and advising them on how they best approach communications campaigns and activity, externally and internally, to ensure effectiveness and value for money.

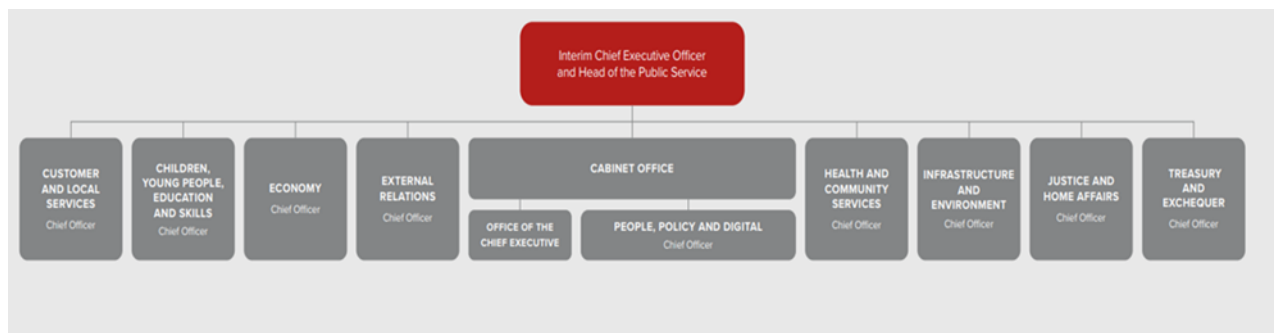
- Counter misinformation and disinformation through media and social media channels and deal with the media on significant issues when escalated by the Head of Media Relations.
- Act as departmental lead or link in emergency incidents or business continuity issues.

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.

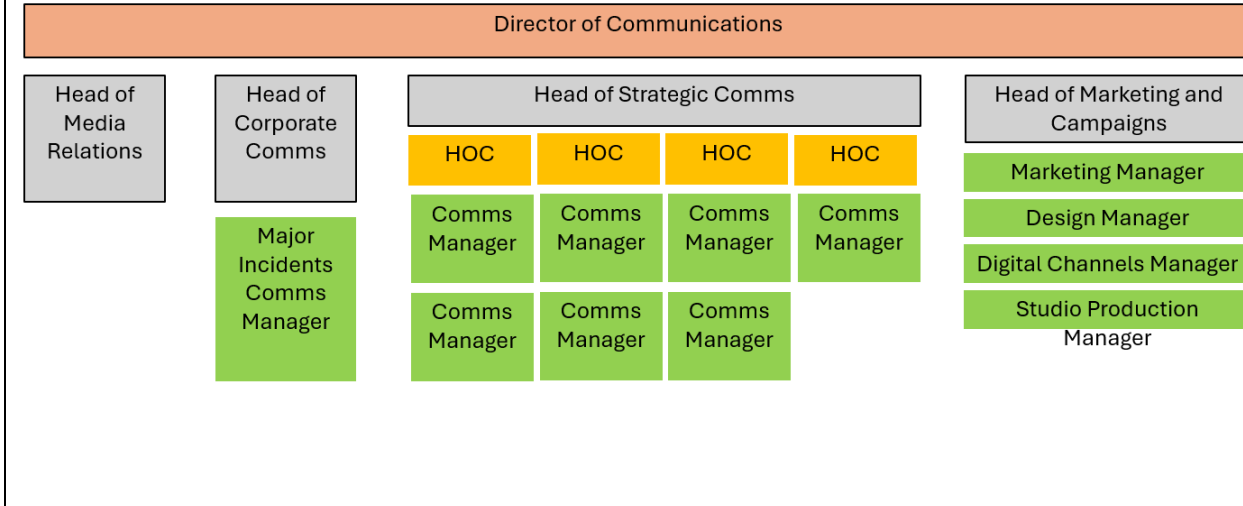
Organisational structure



Organisation chart

Line managed by the Head of Strategic Communications, line management of two G10 Comms Managers

Communications – (Central Structure and Studio roles)



Person Specification

ATTRIBUTES	ESSENTIAL	DESIRABLE
<p>Qualifications <i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	<p>Level 5 qualification or industry related qualifications matched with significant experience in the communications related role.</p>	<p>A level 3 qualification in change or project management. Membership of Industry body, i.e. Chartered Institute of Public Relations or Chartered Institute of Marketing</p>
<p>Knowledge <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>Knowledge of Jersey system of Government and Constitutional arrangements Understanding of Jersey society and history</p>	<p>Knowledge of public finances. Knowledge of how the political system in Jersey works. AK would remove</p>

	<p>Deep knowledge of public relations, the media, internal communications, advertising, behavioural change and campaigns.</p> <p>Knowledge of project management processes and implementing strategic communication campaigns.</p> <p>Knowledge of public sector and political communications.</p> <p>Knowledge of editorial processes of print, radio, and online media.</p>	
<p>Technical / Work-based Skills <i>This relates to the skills specific to the job, e.g. language fluency, vehicle license etc.</i></p>	<p>Excellent written and oral communications skills to ensure clear and</p> <p>Experience of writing for online media and hard copy publications.</p> <p>Experience of commissioning communication practitioners.</p> <p>Experience of managing social media accounts.</p> <p>Experience of speech writing or writing in a rhetorical mode.</p>	<p>Able to proofread.</p> <p>Able to write in shorthand.</p> <p>Able to write executive briefings or other concise and professional documentation.</p> <p>Able to speak French and/or Portuguese.</p>
<p>General Skills/Attributes <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>Ability to work to tight deadlines in a changing environment and maintain a good composure and outlook.</p> <p>Ability to plan employee engagement events, media briefings, training sessions, workshops and meetings.</p>	

	<p>Ability to act-up to a senior level, take on extra responsibility.</p> <p>Able to coach and mentor junior colleagues during trying circumstances.</p>	
<p>Experience <i>This is the proven record of experience and achievement in a field, profession or specialism.</i> <i>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 ten years' experience of working in the communication, PR or journalism field, including a working knowledge of internal communication and engagement theories.</p> <p>At least five years' experience of helping to develop and deliver PR, media and marketing plans and strategies.</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 1 to 3 core accountabilities, attributes and behaviour indicators.