

Head of Corporate Communications

Department Cabinet Office

Division Communications Directorate

Reports to Director of Communications

JE Ref: **CB1045**

Grade: CS 14

JE Date: 27.06.2024

Job purpose

Lead, develop and direct the Government of Jersey Internal Communications Strategy to ensure that all stakeholders both internal and external to government are aware of the relevant details and benefits of major Government initiatives, key programmes and significant corporate projects. To support cultural and modernisation strategies through effective and targeted communications.

Job specific outcomes

- Develop and oversee the delivery of an internal communication strategy and plans to drive engagement, alignment and understanding of the organisation's cultural and modernisation strategies as well as the Government of Jersey's strategic priorities
- Lead core communications activity relating to major government initiatives, key corporate projects, employee, recruitment and people-related content across multiple channels and for a variety of internal and external audiences
- Act as the communications advisor to the States Employment Board and the Chief Executive and provide briefs to the Council of Ministers on major communication projects.
- Provide independent expert advice and operational support to the States of Jersey Police and other investigatory authorities during a Major Incident, and its subsequent investigatory and recovery phase.
- Where there is a major incident working alongside family liaison officers to engage with impacted families regarding communications and media handling
- Briefing and advising Ministers and Chief Officers on major strategic items (People Strategy, Office Accommodation, Cyber Security, etc), internal issues and SEB staff issues that may attract internal and external attention (industrial action, pay awards, staff awards and disciplinary issues).
- Setting standards, protocols, processes and procedures for Internal Communications
- Edit, schedule, monitor and evaluate published content for Government of Jersey on various communication channels,
- Partner with internal clients to assist in the development and delivery of internal and external communications with a dedicated focus on People Services and the States Employment Board to enhance the Government of Jersey's employer reputation, recruitment and social media campaigns
- Matrix management of Communication Managers and Communications Officers across all government departments – including setting standards, protocols and procedures, and quarterly objectives that relate to internal communications.

Statutory responsibilities

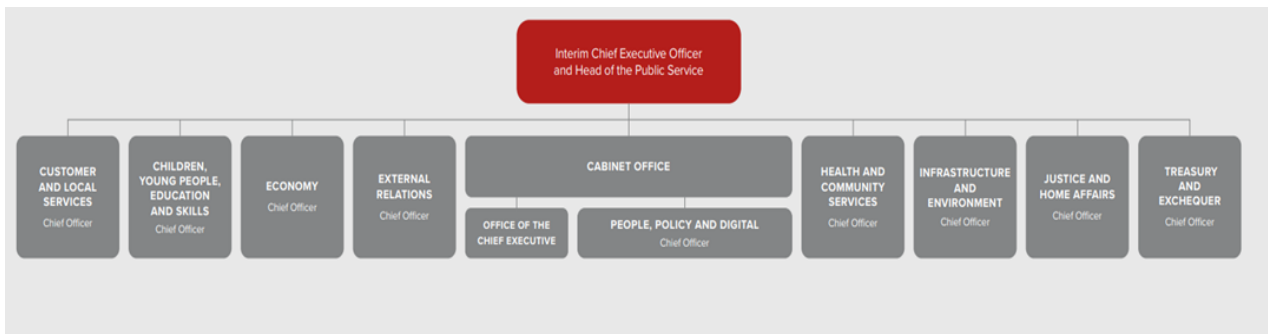
Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

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

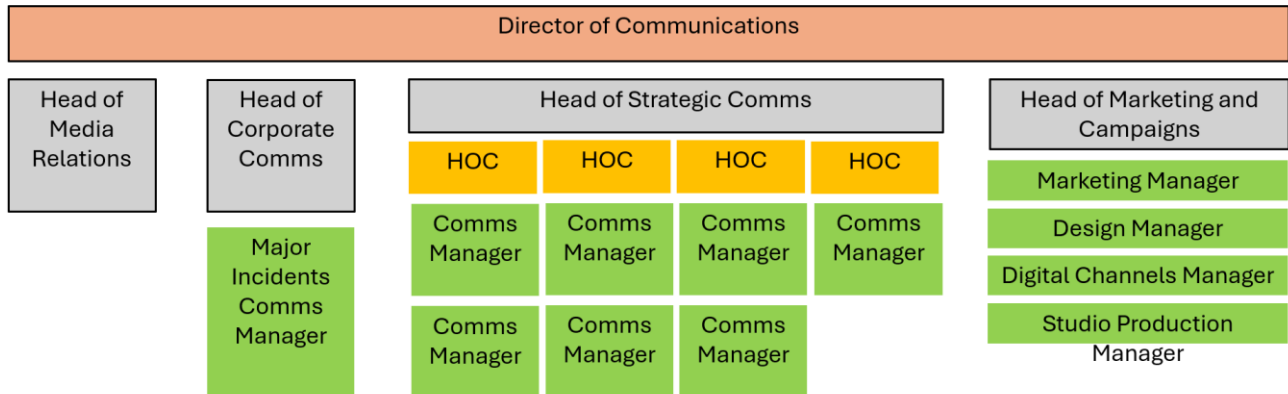
Services (TIER 1,2 and 3 jobs only-DELETE if not applicable)

Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the Government of Jersey tier 3 core accountabilities attributes and behaviour indicators.

Organisational structure



Communications – (Central Structure and Studio roles)



Person Specification

Specific to the role

ATTRIBUTES	ESSENTIAL	DESIRABLE
<p>Qualifications <i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	<p>A level 6 qualification in communications, journalism, PR, marketing and/ or media studies OR industry accreditation where supported with a level 6 qualification in government, politics, economics, law</p>	<p>).</p> <p>In house / formal Executive Leadership Qualification</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>Significant experience of leading change management processes in a large organisation, internal communications channels and methods</p> <p>Detailed knowledge of public sector communications, the</p>	<p>Knowledge of Jersey's political system and public sector structure</p> <p>Knowledge of Media Law and the Jersey media environment</p>

	<p>work of Unions, Ministerial Government and the Civil Service</p> <p>Knowledge of the Chief Investigation Officer's handbook and of investigation communications</p> <p>An understanding of project management processes</p> <p>Knowledge of the news cycle, media handling and implementing strategic press and media campaigns</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</p> <p>Experience of writing for large internal audiences through online media and hard copy publications</p> <p>Experience of organising and managing large scale online and staff events</p> <p>Experience of presenting information to a range of audiences and stakeholders internally and to the wider public</p> <p>Experience of managing a staff intranet or similar news service and its staff in a high profile or political environment</p> <p>Experience of setting up and adhering to ethical</p>	<p>Able to edit and proofread to a high standard</p> <p>Able to write executive briefings</p> <p>Able to write speeches for high profile individuals</p> <p>Able to write media briefings</p> <p>Able to conduct interviews and use shorthand</p>

	<p>walls to protect knowledge inside an organisation</p> <p>Experience of handling the media and advising a range of clients on media strategy</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 on multiple projects in a changing environment</p> <p>Ability to plan and deliver employee engagement events, media briefings, training sessions, workshops and meetings</p> <p>The ability to work discreetly on sensitive issues across stakeholder groups</p> <p>The ability to directly manage, matrix manage and motivate teams and individuals across a range of stakeholder areas</p> <p>Ability to act-up to Director level, taking on extra accountabilities as required</p>	
<p>Experience <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</i></p>	<p>Over ten years' senior experience of working in the communication, PR or journalism field, including a working knowledge of internal communication and engagement theories.</p>	<p>An interest in government and experience of working in the public sector</p> <p>Senior management experience in the field of communication, PR or Journalism.</p>

<p><i>period of post-qualification experience).</i></p>	<p>At least five years' experience of managing teams, budgets and projects at a senior level.</p> <p>Experience of developing and delivering PR, media and marketing plans and strategies.</p>	
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