

Head of Marketing and Campaigns

Department:	Cabinet Office
Section:	Communications Directorate
Reports to:	Director of Communications
JE Ref:	CB1046
Grade:	CS 14
JE Date:	27.06.2024

Job purpose

Lead the Marketing and Campaigns team in developing, executing, and evaluating comprehensive marketing strategies for the Government of Jersey. By leveraging marketing data, behavioural insights, and creative expertise, deliver impactful campaigns that build trust in government initiatives. This role involves managing the in-house agency and studio to enhance cross-functional efforts and continuously improve processes, workflows, and campaign performance. Additionally, ensure cost-effective marketing by managing media buyers and creative market services both on and off the island.

Job specific outcomes

- Lead a specialised team with expertise in marketing, digital, and design, serving as an in-house agency resource for the Government of Jersey and wider States bodies.
- Work as part of a multi-disciplinary communications team, to deliver business objectives and to influence the Government of Jersey's reputation among internal and external stakeholders through effective and engaging audio-visual assets.
- Lead the design and delivery of highly effective communication strategies and campaigns, putting target audiences at the centre of your thinking to develop impactful and insight-led campaign strategies.
- Provide advice and expertise to policy officials, ministers, and other colleagues to help develop and deliver strategic campaign plans.
- Oversee and lead the in-house studio and freelance support, while also participating in the Communication Directorate's senior management team meetings to contribute to decision-making.
- Establish processes and best practices to ensure that taxpayer money spent on government communications is cost-effective and provides value for money.
- Thinking innovatively to create no and low-cost opportunities to engage our target audiences.
- Work confidently and independently, solving problems, making effective decisions quickly, and identifying and addressing issues early.
- Confidence in managing competing priorities and leading on a diverse portfolio of priorities.

Statutory responsibilities

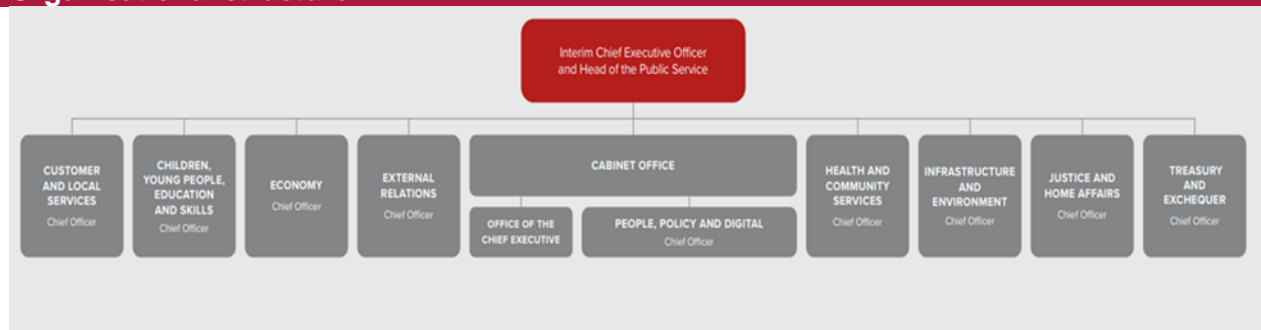
Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

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.

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

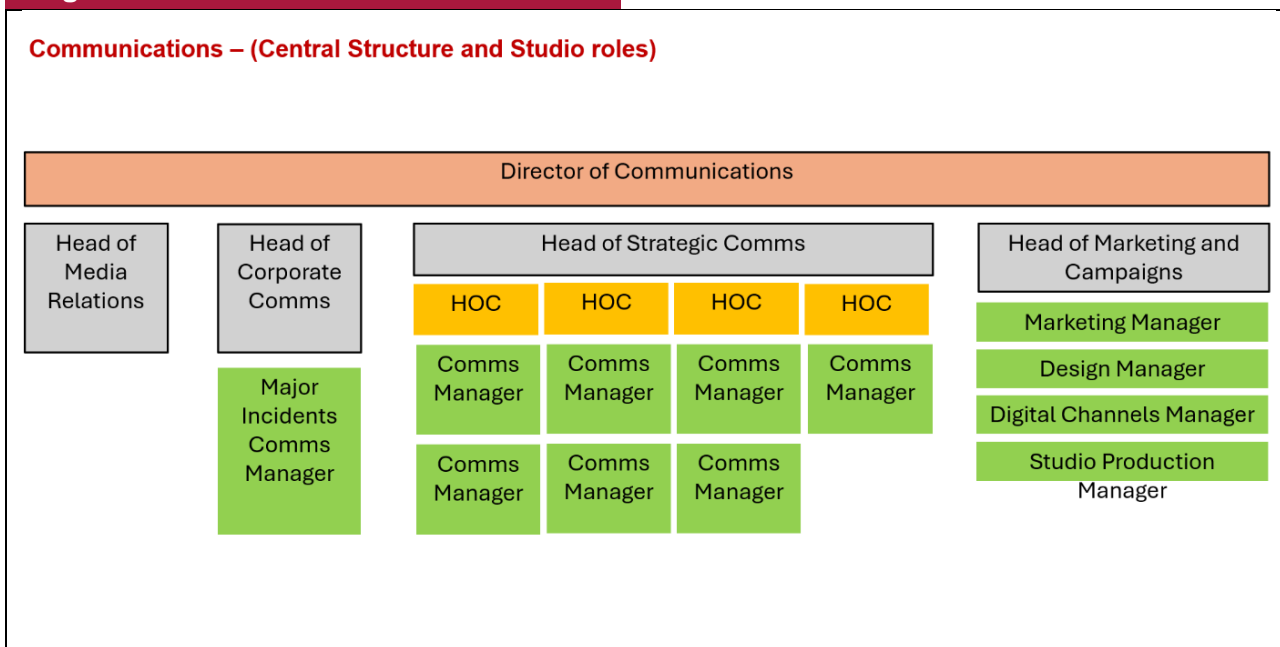
Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the Government of Jersey tier 3 core accountabilities attributes and behaviour indicators.

Organisational structure



Organisation chart

Communications – (Central Structure and Studio roles)



Person Specification

Specific to the role

Describe the knowledge, skills, experience, and qualifications required to perform the job to a satisfactory standard.

It is important to convey what the job requires, rather than what an individual might have, as these may be different. For example, you may have a postgraduate level qualification, however, an A' Level standard qualification is the requirement for the job.

ATTRIBUTES	ESSENTIAL	DESIRABLE
<p>Qualifications</p> <p><i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	<p>Level 6 qualification in Marketing or equivalent.</p>	<p>Post graduate qualification in related field is desired.</p> <p>In house / formal Executive Leadership Qualification</p>
<p>Knowledge</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>Significant senior experience in developing and executing comprehensive marketing strategies and campaigns aligned with business goals, utilising various owned and paid for channels to maximise campaign effectiveness.</p> <p>Experience in using behavioural science.</p>	
<p>Technical / Work-based Skills</p> <p><i>This relates to the skills specific to the job, e.g. language fluency, vehicle license etc.</i></p>	<p>Experience of developing and delivering strategic communications plans on complex briefs, maximising low/no cost opportunities.</p> <p>In-depth knowledge of digital marketing channels, tools, and best practices to leverage online platforms for maximum reach and engagement.</p>	

	<p>Ability to manage marketing budgets, ensuring cost-effective spending and maximising return on investment.</p> <p>Proficiency in analysing marketing data to derive insights, measure campaign performance, and make data-driven decisions.</p>	
<p>General Skills/Attributes</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>Excellent verbal and written communication skills</p> <p>Experience in leading and inspiring marketing and creative teams, fostering a collaborative and productive work environment.</p> <p>Ability to remain calm under pressure, prioritise workload and deal with competing priorities.</p> <p>Ability to influence and challenge effectively at senior levels.</p> <p>Strong project management skills to oversee multiple campaigns, manage timelines, and ensure projects are delivered on time and within budget.</p>	
<p>Experience</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</i></p>	<p>A minimum of 10 years' experience managing an in-house or external agency delivering a range of marketing, digital, and design services.</p>	<p>An interest in local government and experience of working in the public sector is desirable.</p>

<i>(for example a period of post-qualification experience).</i>	At least 10 years of project and budget management.	
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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.