

# Head of Media Relations

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**Department:** Cabinet Office

**Division:** Communications Directorate

**Reports to:** Director of Communications

**JE Reference:** CB1047

**Grade:** CS 14

**JE Date:** 27.06.2024

## Job purpose

Provide strategic leadership for media relations across the States of Jersey, establishing protocols and standards aimed at safeguarding the Government's reputation in local, UK, and international media spheres. Ensure accurate and effective communication of governmental priorities to Islanders, fostering transparency and trust through proactive media engagement strategies.

## Job specific outcomes

- Lead and matrix-manage Communication Managers in their media communications: setting standards, protocols and procedures for media communications across the States of Jersey
- Brief Ministers and Chief Officers on potential media stories and breaking issues as far in advance as possible, providing training on how to deal with them and implementing lessons learned
- Deliver regular media training sessions with the Council of Ministers and senior officers
- Project manage the delivery of large-scale media plans (Government Plan), lead the research, creation, delivery and evaluation of key press and media campaigns and manage the media reaction to large-scale crises and Major Incidents
- Develop strong relationships with media organisations in Jersey and the UK, and maintain constructive dialogue between the public sector and media, challenging when content and copy is felt to be inaccurate or unfair
- Promote and defend the reputation of the Government and the Island of Jersey in the eyes of the UK and international media, and use national media communications to promote and defend the Government's reputation in Jersey
- Brief the Chief Minister, Council of Ministers and Chief Officers regularly on the external economic, social and political environment and on the national and international news agenda
- Act as lead media liaison between the Government and external media organisations (this includes off-the-record, on background, and attributable quotes)
- Ensure proactive communication activity from all departments, using the grid to plan weekly communications activity and delivering a wide-ranging programme of high-quality press opportunities activity

- Identify opportunities to intervene in external debate to change the nature and tone of that debate through press engagements
- Briefing and advise Ministers and other spokespeople on interviews, messaging and tone

### Statutory responsibilities

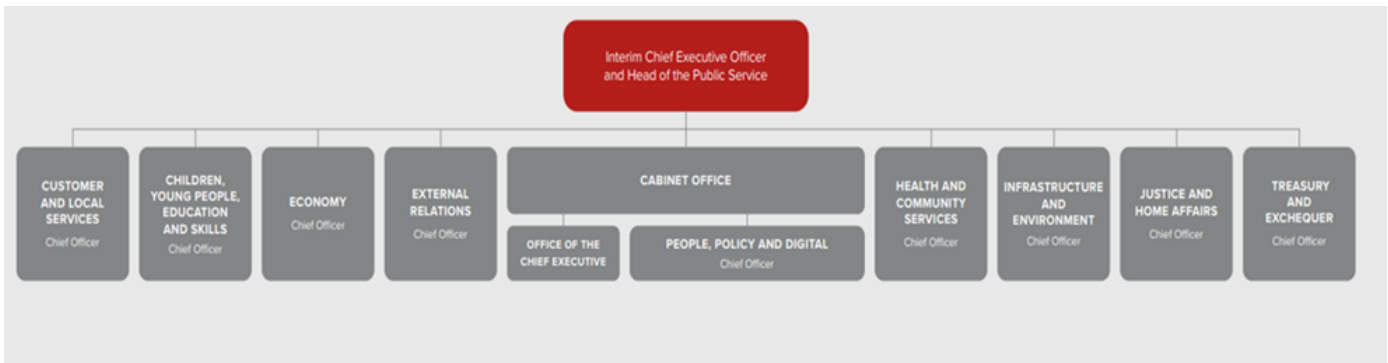
Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

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.

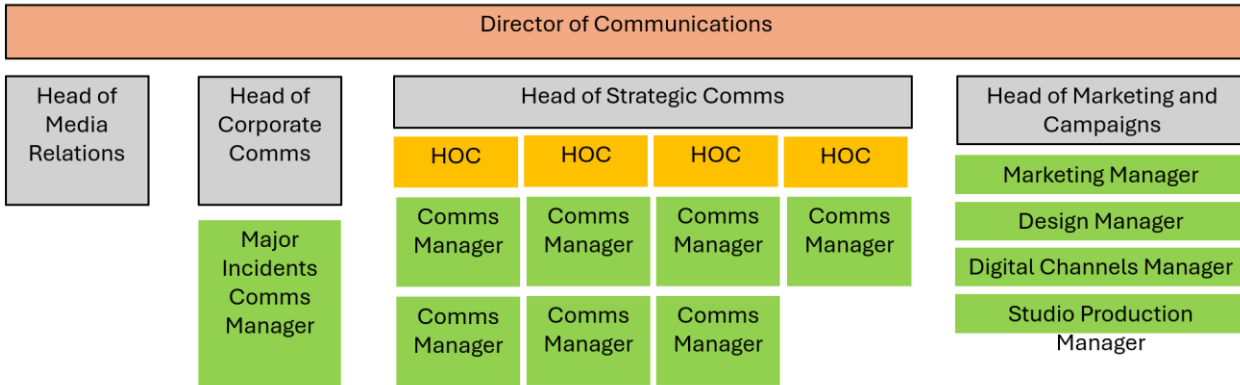
### Core Accountabilities, Attributes and Behaviour Indicators

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**

*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><b>Qualifications</b> <i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	<p>Have a level 6 qualification in communications, journalism, pr, marketing and/ or media studies</p> <p>Expert in media law and UK complaints procedures</p>	<p>In house / formal Executive Leadership Qualification</p>
<p><b>Knowledge</b> <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>Experience of project management processes and implementing strategic press and media campaigns</p> <p>Knowledge of public sector communications</p> <p>Experience of working in a political environment, working in</p>	

	<p>the news cycle and working with senior stakeholder</p> <p>Experience of international media corps and expertise in the understanding of editorial processes of print and online media</p>	
<p><b>Technical / Work-based Skills</b> <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 with experience of writing for online media and hard copy publications</p> <p>Able to proofread, write in shorthand, and write executive briefings</p> <p>Experience of commissioning comms practitioners</p> <p>Able to brief the media off-the-record and on background (knowing exactly what this is and when to do so)</p> <p>Spoken French at conversational level</p>	<p>Ability to read and write in French</p>
<p><b>General Skills/Attributes</b> <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</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 responsibilities at a Director level should the need arise</p>	
<p><b>Experience</b> <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</i></p>	<p>Over ten years' experience of working at a senior level in the communication, PR or journalism field, including a working knowledge of press corps.</p> <p>Experience of helping to develop and deliver PR, media and marketing plans and strategies.</p> <p>Experience as a news editor or lead correspondent at a press</p>	<p>An interest in government and experience of working in the public sector</p>

<i>an external body (for example a period of post-qualification experience).</i>	organisation OR a senior press officer or spokesperson for a large multi-national organisation	
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**Date of Evaluation**

**Post Number**

**Post Band**