

Head of Strategic Communications

Department: Cabinet Office

Division: Communications Directorate

Reports to: Director of Communications

JE Ref: CB1048

Grade: CS 14

JE Date: 27.06.2024

Job purpose

Lead, direct and manage organisational wide strategic communications through the development of long-range communication strategies on the Government's key priorities.

Lead the Heads of Communications team in the delivery of targeted communication strategies and actions for their respective client area.

Job specific outcomes

- Lead on the strategic management of communications across the central Government. Devise, implement and evaluate the strategy and direction for strategic communications in a way that makes sure that subsequent activities are aligned to the wishes of Ministers and according to the Government Plan, Common Strategic Policy and Ministerial Plans
- Align the implementation of the communications strategy to the departmental business plans and initiatives, under the guidance of the Chief Officers
- Provide advice to the Chief Minister on communications activity relating to the Chief Minister's Ministerial Plan
- Manage and lead the central departmental Heads of Communications and attend the Communication Directorate's senior management team meetings to participate in decision making
- Promote a clear understanding of how Government is working for Jersey by prioritising central departmental stories and campaigns and planning how to communicate them in a blended traditional / social media approach
- Provide robust and deliverable communications advice at the Council of Ministers, to the Government's Executive Leadership Team, and with the Communication Directorate's senior management team

- Manage high-level communication issues concerning the Council of Ministers including the execution of long-term campaigns and media moments
- Lead, support and mentor junior colleagues across the Communications Directorate and acting within the values of the organisation and to the objectives and behaviours agreed with the Director of Communications
- Lead the Communications Cell in the event of a major incident under the direction of the Director of Communications / Gold Command

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.

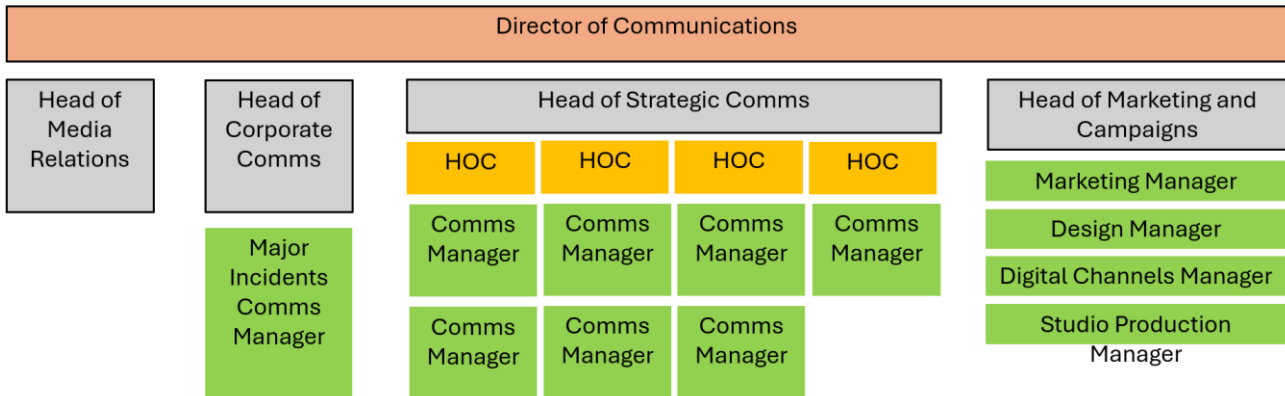
Services (TIER 1,2 and 3 jobs only-DELETE if not applicable)

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
Qualifications	A level 6 degree in communications, journalism, pr, marketing and/ or media studies or Communications related studies supported by a level 6 qualification in government, politics, economics or law	Fellow Member of of CIPR or FCIM of CIM In house / formal Executive Leadership Qualification

<p>Knowledge</p>	<p>Significant senior experience of public sector project management processes and large scale, multifaceted and high budget communication campaigns</p> <p>Detailed knowledge and experience in change programmes, working in the news cycle and working with political stakeholders</p>	<p>Knowledge of Jersey political system and public sector structure</p>
<p>Technical / Work-based Skills</p>	<p>Excellent written and oral communications skills including policy writing and proofreading</p> <p>Experience of writing for online media and hard copy publications</p> <p>Experience of commissioning comms practitioners</p> <p>Able to write executive briefings</p>	<p>Able to write in shorthand</p>

<p>General Skills/Attributes</p>	<p>Ability to manage competing senior stakeholder priorities</p> <p>Ability to work to tight deadlines in a changing environment</p> <p>Understanding of editorial processes of print and online media</p> <p>Ability to plan employee engagement events, media briefings, training sessions, workshops and meetings</p> <p>Ability to act-up to a Director level, take on extra responsibility</p>	
<p>Experience</p>	<p>Over ten years' experience of working in the communications, PR or journalism field, including a working knowledge of strategic communication and engagement theories.</p> <p>At least five years of project and budget management.</p> <p>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>

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.