

## Communications Manager (provisional title for consultation)

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**Department:** Cabinet Office

**Division:** Communications Directorate

**Reports to:** Head of Communications

**JE Reference:** CB1051

**Grade:** CS10

**JE Date:** 27.06.2024

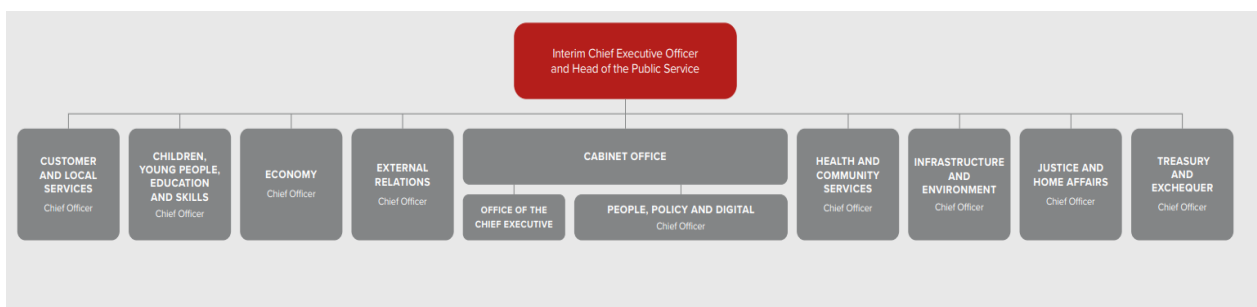
### Job purpose

Develop, implement, and evaluate comprehensive external and internal communications plans and campaigns tailored for specific Government of Jersey departments and activities. Manage both proactive and reactive media and press activities to uphold the department's reputation and effectively communicate its key messages

### Job specific outcomes

- Deliver content for Government of Jersey communication channels, that informs, educates, and persuades stakeholders of Government priorities, initiatives and services
- . Plan and execute comprehensive communication campaigns designed to meet and exceed agreed-upon objectives and outcomes, ensuring alignment with overall strategic goals and effective engagement with target audiences.
- . Manage departmental media relations to effectively promote government priorities and initiatives, while actively defending the Government's reputation against falsehoods and untruths. Ensure all actions adhere to established protocols and achieve agreed-upon targets, fostering trust and credibility with the public and media
- .. Develop and implement effective, colleague-focused internal communications and engagement initiatives that inform and inspire staff, motivating them to maximize their performance and effectively deliver the Government's strategic objectives.
- Generate data and insights to guide the planning and execution of communication campaigns, ensuring the effective delivery of communications activities that meet agreed-upon objectives and outcomes.
- Monitor and evaluate the effectiveness of communication strategies, tactics, and actions, ensuring comprehensive and ongoing assessment. This will enable regular and detailed reporting on the success of communications activities, ensuring they consistently meet and exceed agreed-upon targets and objectives
- . Take the lead on autonomous projects and other ad-hoc assignments, proactively engaging in and contributing to broader Government initiatives as required. These efforts are directed towards achieving agreed-upon targets of effectiveness, ensuring alignment with strategic objectives and fostering comprehensive impact across governmental operations.

## Organisation structure

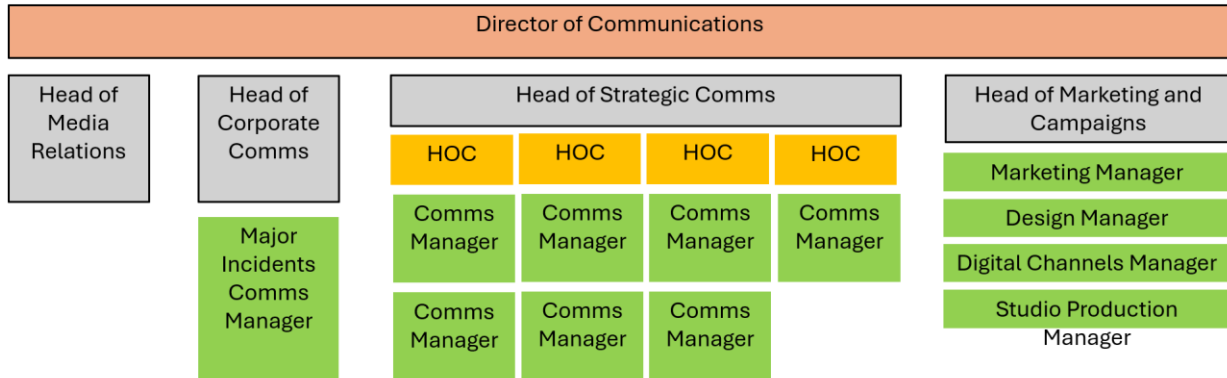


## Organisation chart

*Line managed by Head of Communications alongside one other Comms Manager, working in a different department.*

*No line management responsibility.*

**Communications – (Central Structure and Studio roles)**



**Statutory responsibilities**

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

**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
<b>Qualifications</b> <i>Please state the level of education and professional qualifications and / or specific occupational training required.</i>	5+ years working in marcomms and/or media	Level 5 qualification in communications, journalism, pr, marketing and/ or media studies
<b>Knowledge</b>	Knowledge of public sector communications	Experience in change programmes

<p><i>This relates to the level and breadth of practical knowledge <b>required</b> to do the job (e.g. the understanding of a defined system, practice, method or procedure).</i></p>		<p>Knowledge of project management processes</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</p>	<p>Able to proofread</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>Understanding of editorial processes of print and online media to make sure colleagues hear messages before news becomes 'public'.</p> <p>Ability to act-up to a senior level, take on extra responsibility</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 an external body (for example a period of post-qualification experience).</i></p>	<p>At least 3-5 years' experience of working in the communication, PR or journalism field, including a working knowledge of internal communication and engagement theories.</p> <p>Experience of writing for online media and hard copy publications.</p>	<p>An interest in government and experience of working in the public sector</p> <p>Experience of helping to develop and deliver PR, media and marketing plans and strategies.</p> <p>Experience of media handling</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 5 core accountabilities attributes and behaviour indicators.

**Date of Evaluation**

**Post Number**

**Post Band**