

## Head of Engagement and Industry Lead - Financial Intelligence Unit (FIU) Jersey

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**Department:** Economy

**Division:** FIU Jersey

**Reports to:** Director FIU (Director's Office)

**JE Reference:** ECON1021

**Grade:** CS 13

**JE Date:** 21.03.2024

### Job purpose

The role is one of three key leadership positions within the Director's Office, delivering strategic and operational leadership across the entirety of Engagement and Industry collaborations, both local and international. It has full responsibility for a new and robust Engagement strategy for both the FIU and the jurisdiction on illicit finance understanding. They are empowered to represent the FIU to international partners and domestic industry. This encompasses delivering marketing, communications and influence both nationally and internationally and personally leading all domestic industry dialogue on illicit finance matters. Additional management of 2 x senior staff and oversight of all Public Private Partnerships and International collaboration with standard setters and others.

### Job specific outcomes

The Head of Engagement & Industry Lead encompasses the roles of leading the continued delivery and evolution of the FIU liaison and influence requirements delivered via an effective communications strategy linked to co-ordinated cross-sector engagement focusses and encompassing all aspects of domestic industry engagement and support, aligned to wider messaging and marketing requirements. The team size is expected to expand in 2025.

#### Strategic Leadership, Policy & Planning

- Aligned to GoJ Financial Crime strategy, take overall responsibility, draft and deliver the FIU engagement strategy, policy and engaging financial crime and FIU interest campaigns.
- Accountable for the creation and implementation of a comprehensive stakeholder management plan, ensuring a targeted, focussed and sustainable approach, aligned to national risk understanding, business imperatives and supported by internal FIU responsibilities and specialist knowledge points and in support of FIU key objectives.
- Leading the planning, drafting and agreement (with members of the Director's Office), the FIU annual plan, 5-year strategic plan, annual reports and other reporting, including Governance Board material, in concert with the Head of Business, Risk and Capabilities.

#### Communications & Finance

- Implement the communications, marketing and engagement strategy for the FIU, providing a strong platform for influence both domestically and internationally and across a wide range of partners to influence the sector and beyond and support the position of the IFC.
- Develop a costed Engagement plan and adhere to PFM, maintaining financial clarity not only on the spend, but the demonstrated benefit, for use to Governance Board and stakeholders.
- Develop performance indicators and quality assurance measures and collect this to demonstrate to the Director's Office and Governance Board to monitor the impact of the strategy and drive continuous improvement.

### FIU Co-ordination

- Working with intelligence teams to understand and deliver core messaging across domestic and international partners on key Government, associates, FIU and financial crime requirements and specialist knowledge areas.
- Map FIU stakeholders against illicit finance risks linked to sectors, geographies, products and deliver an engagement plan for developing and maintaining positive relationships across a wide range of stakeholders, including prioritisation and areas for sharing/collaboration as well as limits. Identify potential problem areas and provide remedial solutions.
- Support FIU teams and specialist knowledge areas with stakeholder and partner engagement strategies through a range of channels including social media campaigns, events, newsletters, conferences, partnerships and direct dialogue.

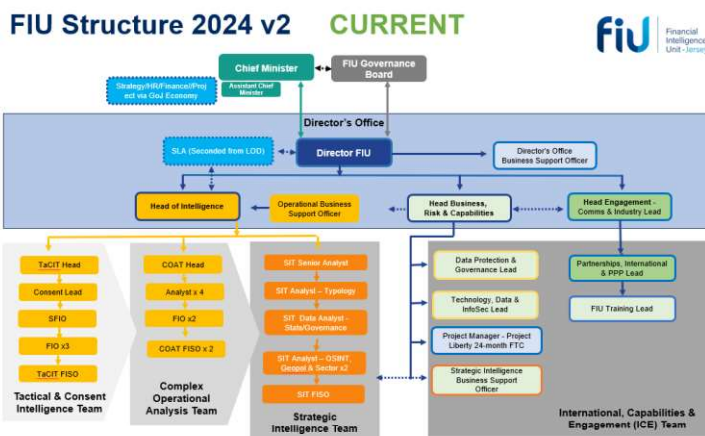
### Industry Engagement & Event Lead

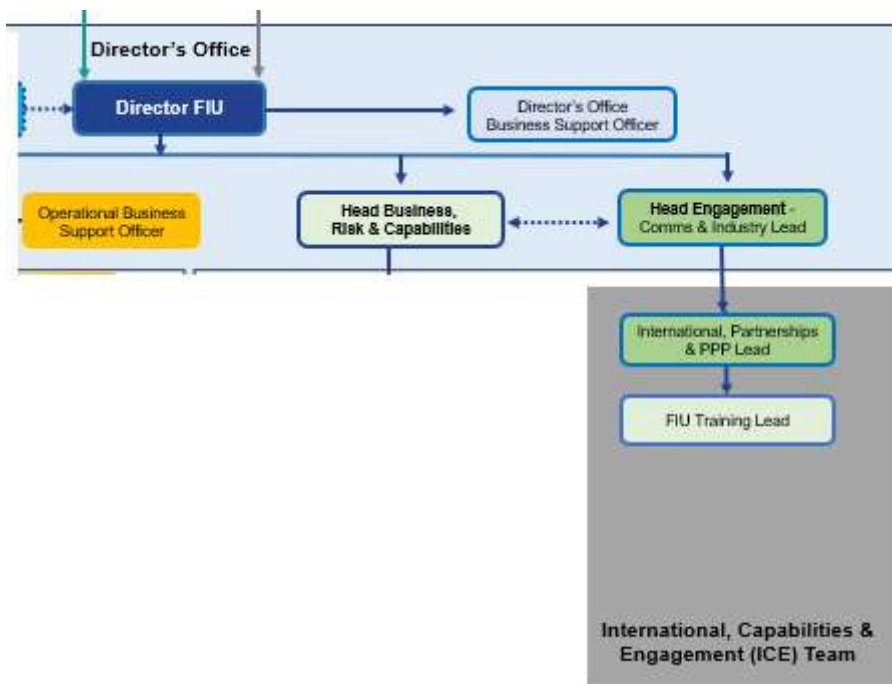
- Lead, oversee, develop and deliver high quality collaborative event opportunities at key points during the year driven by both FIU and collaborations with other Competent Authorities or Government.. Set the marketing and PR strategy for events and conferences and ensure that these events attract appropriate PR and publicity from relevant sources, maintaining relationships with media and reporting outlets, including national and international journalists and financial crime specialist publications.
- Lead, develop and deliver relevant cross government co-ordinated illicit finance media content across different platforms and via different mediums, such as events, video, posters, blogs, posts and similar for different audiences. Accountable for the design, creation, management and deliver of the FIU website and other associated websites (such as Financial Intelligence Network (FIN)). Undertake training and development on both core intelligence/financial crime/financial services requirements as well as governance/data/security areas.

### 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.

### Organisation chart





## Person Specification

### Specific to the role

Personal Attributes - 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.

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>	<ul style="list-style-type: none"> <li>Educated to a Level 7 (Masters Degree) or equivalent qualification or experience in a relevant or associated subject (marketing, communications, business management, governance, accounting, intelligence, financial services etc) or equivalent experience.</li> <li>15+ years of general professional experience, including a minimum of 6 years in financial services/regulatory/intelligence/financial crime in either public or private sector</li> </ul>	<p>Experience in Project Management, Business Management, or associated subjects.</p> <p>A portfolio of design deliverables and/or communication campaigns</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>	<ul style="list-style-type: none"> <li>Deep understanding of Marketing and Communications methods, planning and delivery.</li> <li>Ability to identify, grow and maintain successful partnerships and relationships.</li> <li>Creative flair and strong communication skills, both oral and written, including the ability to draft high quality documents for a range of audiences.</li> <li>A track record of successful people and strategic leadership, with the ability to contribute to organisational leadership as part of a team.</li> </ul>	<p>Knowledge of behavioural influences.</p> <p>A sound understanding of the Financial Services sector in Jersey and wider.</p> <p>An understanding of the needs and challenges of</p>

	<ul style="list-style-type: none"> <li>• The ability to move between strategic thinking and operational delivery and contribute to both.</li> <li>• Strong interpersonal and influencing skills, with the ability to form positive relationships with colleagues and leaders from a range of backgrounds.</li> </ul>	<p>working with intelligence data. Delivering organisational effectiveness and business excellence.</p>
<b>Technical / Work-based Skills</b>	<ul style="list-style-type: none"> <li>• Proven credibility and effectiveness on communications and partnership work with a diverse range of stakeholders.</li> <li>• Ability to lead the challenge and negotiation with internal and external stakeholders, to implement and adhere to legal and policy requirements and to improve performance; willing to lead demanding conversations where necessary.</li> <li>• Highly developed business and reasoning skills, with evidence of working at pace in a complex multi-stakeholder environment to design and implement governance, operational and improvement programmes.</li> </ul>	<p>Understanding of risk assessments and action planning. Experience of robust programme management, including risk identification, mitigation and reporting</p>
<b>General Skills/Attributes</b>	<ul style="list-style-type: none"> <li>• Resilient, maintaining effectiveness under pressure with ability to work independently and autonomously.</li> <li>• Excellent presentation and communication skills to communicate complex, sensitive or contentious information.</li> <li>• Excellent writing skills; ability to create documents, communications materials and supporting government publications which explain complex issues clearly and simply.</li> </ul>	<p>Political awareness and the ability to make challenging decisions under pressure.</p>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of devising, implementing and delivering performance metrics on a robust corporate communications and engagement strategies and plans to meet strategic priorities,</li> <li>• Experience of successfully contributing to projects which impact across government services from a communications and influencing perspective.</li> <li>•</li> </ul>	<p>Experience of engaging with stakeholders at all levels including Ministerial/Head of Authorities/Head of Businesses. Experience of representing the views of senior managers to ensure that organisational policy, political, and communications priorities are fully understood by internal stakeholders.</p>
	<p>The post holder is required to undergo SoJP Jersey vetting and UK National Security Vetting to a minimum of Security Clearance level.</p>	