

NHF Programme Digital & Public Engagement Lead

Department:	Health & Community Services	
Section:	New Healthcare Facilities Programme	
Reports to:	Programme Director	
JE Ref:	HCS1192.1	
Grade:	CS14	JE Date: 24/07/2023

Job purpose

Lead and direct all aspects of the New Healthcare Facilities Programme's digital and public engagement work, setting the strategic vision and objective to deliver innovative projects and more effective use of programme data, to ensure that the New Healthcare Facilities Programme is more engaged with the public of the Island. In doing so, provide confidence in the operation of the programme, holding to the highest standards of integrity and professionalism.

Job specific outcomes

1. Lead and direct the New Healthcare Facilities Programme's digital and public engagement initiatives, including educational projects and more effective use of programme data, to improve civic engagement in Jersey.
2. Lead engagement with States Members, senior staff, and external stakeholders to identify the digital and public engagement initiatives they consider will more effectively promote the New Healthcare Facilities Programme; and keep fully abreast of trends, developments, and best practice in other jurisdictions, and use benchmarking to develop and implement the highest quality digital and public engagement initiatives for the programme.
3. Lead the planning and coordination of proactive external communication campaigns, across a variety of channels, to inform and educate islanders about the work of the New Healthcare Facilities Programme, including Scrutiny panels and committees.
4. Lead the planning of internal communications, staff engagement and leadership visibility activities in partnership with senior leaders, to enhance a team ethos and collaborative working within the programme.
5. Provide robust and deliverable communications advice, and challenge, to the New Healthcare Facilities Programme Team and, where necessary to States Members and to anticipate, mitigate and respond to risks to the reputation and interests of the programme, and to manage unanticipated events.
6. Develop and implement the strategic priorities of the new healthcare facilities programme and ensure efficient collaborative working between sections as a member of the programme executive group.
7. Lead and contribute to associated projects and initiatives, promoting and positively

influencing the work of the New Healthcare Facilities Programme, to enhance its reputation and its effectiveness.

8. Manage team, implementing effective performance management to enable continued professional development and high performance; and set and oversee the quality assurance processes managed by the team.

9. Oversee all financial matters within the section, identifying and implementing solutions to solve problems, challenges, and inefficiencies and to ensure continuity in the provision of an optimum service.

Statutory responsibilities

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

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

Organisational structure

Government Departments



Organisation chart



Person Specification

Specific to the role

ATTRIBUTES	ESSENTIAL	DESIRABLE
Qualifications	<p><i>Degree or equivalent experience in subject matter to demonstrate skills in communication, media or digital.</i></p> <p><i>Management/leadership qualification (e.g. external level 5 or above CMI accreditation, or internal SoJ programme)</i></p>	
Knowledge	<p><i>Understanding of the strategic, legislative and political frameworks of the States of Jersey and Government of Jersey.</i></p>	
Technical / Work-based Skills	<p><i>Ability to understand, assimilate and advise on complex issues quickly and accurately in stressful and pressured political situations.</i></p> <p><i>Highly politically astute.</i></p> <p><i>Clear, concise, accurate oral and written communications in excellent English.</i></p> <p><i>Effective written communications, specifically for the web.</i></p>	
General Skills/Attributes	<p><i>Excellent influencing, diplomacy and communication skills</i></p>	

	<p><i>Capable of leading multiple tasks and processes and developing and articulating a strategic vision.</i></p> <p><i>Proven effective leadership and team building.</i></p> <p><i>Excellent judgement, working well in a pressured environment on a number of complex matters.</i></p>	
<p>Experience</p>	<p><i>Management/leadership experience.</i></p> <p><i>Experience working in a political context</i></p> <p><i>Experience of developing and articulating a communications or engagement strategy.</i></p>	

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.