

NHF Programme Participation & Engagement Manager

Department:	Health & Community Services	
Section:	New Healthcare Facilities Programme	
Reports to:	NHF Programme Head of Digital & Public Engagement	
JE Ref:	HCS1209	
Grade:	CS11	JE Date: 12/06/2023

Job purpose

The NHF Programme's Participation and Engagement Manager will be responsible for planning and delivering communications and engagement for the Programme, both internally and externally. Following the lead of the Head of Digital and Public Engagement, the postholder will be responsible for providing robust and deliverable media and communications advice and challenge to relevant stakeholders when planning and executing communication moments and campaigns.

Job specific outcomes

- 1. Draft, edit, and publishing content for NHF Programme communication channels, supervising events, and managing two-way engagement with colleagues, Islanders, and stakeholders (including the media).*
- 2. Follow agreed processes and good practice to make sure that your communications and engagement activities reflect the corporate aims and objectives of the Government of Jersey and the NHF Programme.*
- 3. Ensure the correct participation of the Programme's key stakeholders – both internally and externally to make sure the correct outtakes are captured and inform the policy and delivery outcomes.*
- 4. Demonstrate a range of communications techniques and strong communications and project management skills to deliver on time and within budget.*
- 5. Make use of effective participation skills, public-facing communication techniques (including vox-pops, vlogs, and short-form videos) excellent writing skills, and developing strong relationships with internal stakeholders.*
- 6. Work collaboratively with colleagues from the central communications practices to understand and manage the traditional and digital media landscape and deliver key communications and engagement programmes across relevant channels.*
- 7. Manage your own time, projects, and strategies in a changing environment in a way that is true to the values of the organisation and is an inspiration to junior colleagues.*

8. *Act as liaison between the NHF Programme and the central Communications Directorate practices, commissioning and delivering communications products, marketing and other activities, and making sure they are aligned to the Programme's objectives and the wider strategic objectives of the Government.*
9. *Plan and deliver proactive communication and participation and engagement activity, to raise awareness amongst our audiences of the work of the team.*
10. *Understand the external economic, social, and political environment when planning communications campaigns.*
11. *Ensure Ministerial and strategic priorities inform your communication and engagement plans and activities.*
12. *Project manage and deliver a range of communication and engagement activities to communicate the NHFP: online resources including the intranet, gov.je, and social media channels, events and webinars, publications, and reports as well as news releases, briefings, Q&As, articles, blogs and key lines.*

Statutory responsibilities

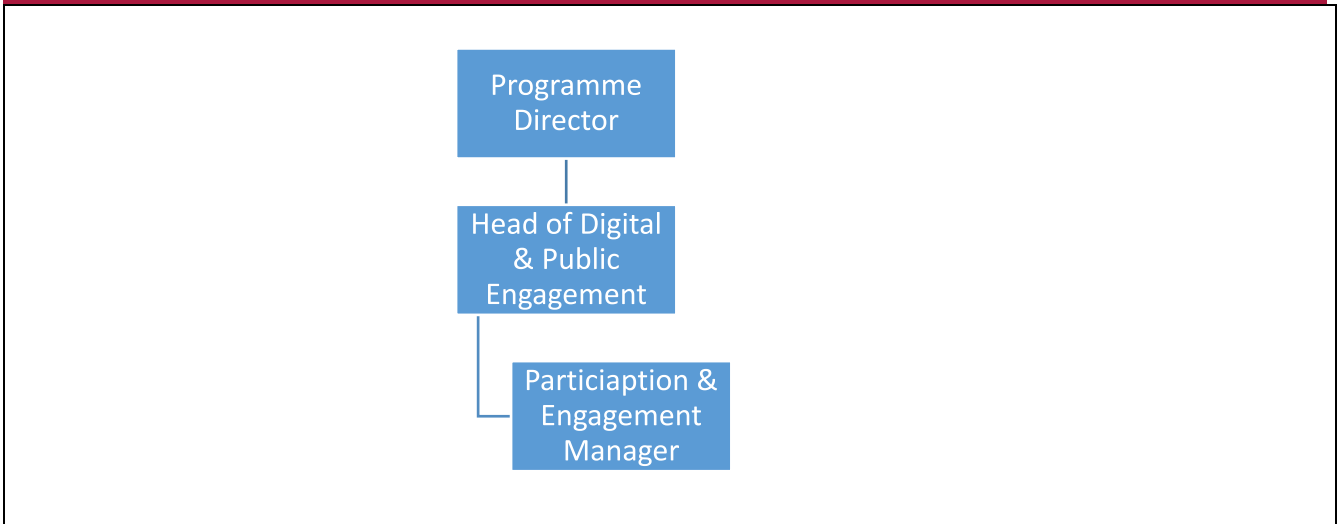
Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time. This role is politically restricted. The jobholder is not permitted to undertake political activity involving standing for election to the States or as a Parish Constable, or publicly supporting someone who is standing for election or playing a public part in any political manner.

Organisational structure

Government Departments



Organisation chart



Person Specification

Specific to the role

ATTRIBUTES	ESSENTIAL	DESIRABLE
Qualifications	Have a degree in communications, journalism, PR, marketing and/ or media studies OR equivalent.	
Knowledge	<p>Experience of project management processes and implementing strategic communication campaigns.</p> <p>Knowledge of public sector communications.</p>	
Technical / Work-based Skills	<p>Excellent written and oral communications skills.</p> <p>Experience of writing for online media and hard copy publications.</p> <p>Experience of commissioning comms practitioners.</p>	
General Skills/Attributes	<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 responsibility.</p>	

<p>Experience</p>	<p>Over five 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 helping to develop and deliver PR, media and marketing plans and strategies.</p>	
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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 4 core accountabilities attributes and behaviour indicators.