

Digital Producer

Department: Office of the Chief Executive

Division: Communications

Reports to: Head of Marketing, Digital and Design

JE Reference: OCE1002

Grade: CS09

JE Date: 10/6/2021

Job purpose

To coordinate and create digital content for owned, earned and paid-for digital marketing channels, as a central in-house agency service, on behalf of departments and corporate functions. The post holder will be required to support the Digital team for online and social media communications, will develop and design a variety of digital campaigns including web advertisements, videos, and other media. They will lead the delivery of proactive external campaigns, via online channels, to inform and educate islanders, and prompt them to take any necessary action. They will support the delivery of business objectives and to influence the GoJ reputation among internal and external stakeholders through effective and engaging marketing and digital content.

- To support the delivery of business objectives and to influence the GoJ reputation among internal and external stakeholders through effective and engaging marketing campaigns

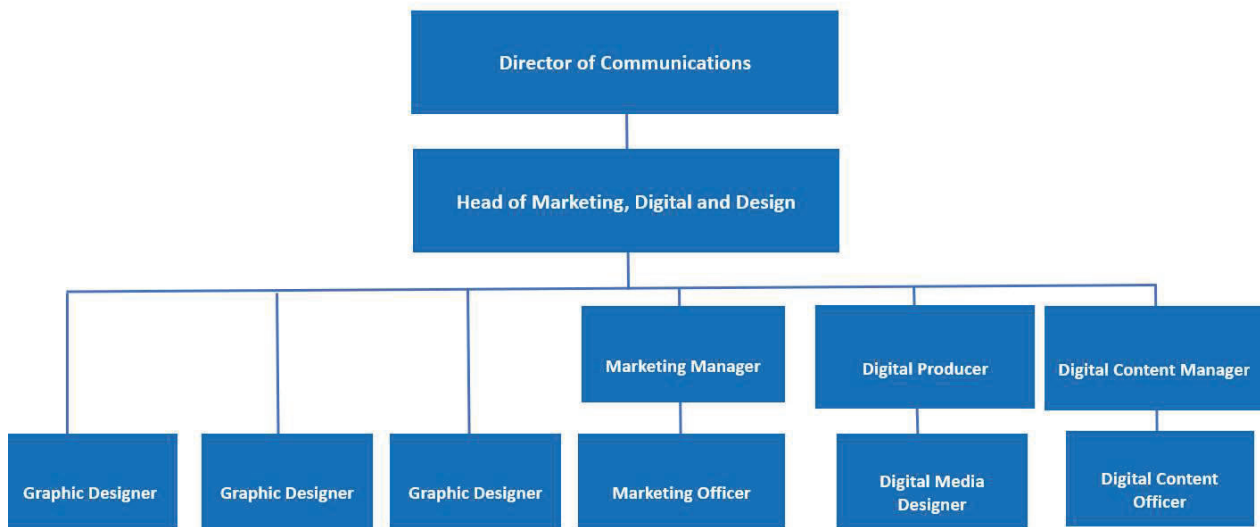
Job specific outcomes

- Develop and design a variety of digital campaigns including web advertisements, videos, and other media
- Creation of engaging digital content
- Following agreed processes and good practice so that all digital marketing activities reflect the corporate aims and objectives of the Government of Jersey.
- Take responsibility for overall quality of digital project deliverables and organise appropriate quality control checks
- Identify opportunities for new digital channels and improved features and functionality on existing channels
- Development and maintenance of good working relationships with key internal stakeholders to understand their needs.
- Maintain sight of and support the Government of Jersey digital technology objectives
- Effective forward planning
- Demonstrating a range of online skills, tools and techniques, project management and budgeting skills.
- Making use of effective influencing skills, and developing strong relationships with relevant stakeholders.
- Working closely with colleagues from Media and Stakeholder Relations, Internal and Change Communications and departmental Heads of Communications, to understand their engagement needs across online and social media channels.

Statutory responsibilities

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

Organisation chart



Person Specification

Specific to the role

ATTRIBUTES	ESSENTIAL	DESIRABLE
Qualifications	<p>Degree or equivalent experience in subject matter to demonstrate skills in digital communication and ability to research and analyse the latest trends</p> <p>Proficient in Adobe Creative Suite</p>	
Knowledge	<p>Strong experience of working in a multimedia environment.</p> <p>Familiarity with content strategy and project management methodology</p> <p>Knowledge of project management and budget management processes</p>	
Technical / Work-based Skills	<p>Must know both hardware, such as camera equipment, digital editing equipment, and</p>	

	<p>software for scripting and video/voice editing.</p> <p>Clear, concise, accurate oral and written communications</p> <p>Comprehends highly complex material quickly and accurately in stressful and pressured situations</p> <p>Self-motivated and able to work flexibly and act on their own initiative, while being part of a larger team.</p> <p>Creativity and attention to detail</p>	
General Skills/Attributes	<p>Excellent communication and organisational skills</p> <p>Ability to influence and challenge effectively at senior levels</p> <p>Experience of working to tight deadlines</p> <p>Flexible schedule</p>	
Experience	<p>5+ years of experience working with digital (video, multimedia) content</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 States of Jersey tier 5 core accountabilities attributes and behaviour indicators.