

Communications Manager

Department: Office of the Chief Executive (OCE)

Division: Communications Directorate

Reports to: HCS Head of Communications

JE Reference: OCE1008.1

Grade: CS11

JE Date: 15/02/23

Job purpose

The Government of Jersey is undertaking an unprecedented journey of change, intended to deliver the best quality health and care services for Islanders. The Jersey Care Model proposition was approved by the States Assembly in November 2020 through proposition P114/2020 and the Government Plan for 2021-24.

The Communications Manager for the programme will project manage the development, delivery and evaluation of a comprehensive communication plan to ensure alignment and engagement with all stakeholders, including Islanders.

- To plan, deliver (in conjunction with the corporate comms practices) and evaluate effective internal and external communications strategies which support understanding and engagement
- To make sure that there is a clear, trackable, and improving clarity of understanding of how the JCM will benefit Islanders
- To provide robust and deliverable communications advice to Ministers, senior officials and policy and operational colleagues

Job specific outcomes

- Work with senior officers to develop an internal and external strategic communications framework and evaluate the effectiveness of its delivery (both through self-delivery and through managing the corporate comms practices to deliver on your behalf)
- Project manage the delivery of a range of communications activities, according to Ministerial and senior officer priority, that will explain and educate audiences on how the JCM is delivering change:
 - draft and approve copy for intranet and internal publications
 - commission colleagues from the Press Office and Marketing team to develop and deliver collateral
 - design, deliver, evaluate and communicate events and the engagement surveys that follow them

- Maintain and support good working relationships with key internal and external stakeholders, including Ministers and Director Generals to support the programme
- Provide expertise and advice to the programme on marketing, design and social media implementation
- Making judgements based on expertise and experience when analysing the pros and cons of potential marketing and communication activities
- When required provide cover for wider HCS communications (internal and external) and represent HCS communications at the Comms Directorate SLT

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 job holder is not permitted to undertake political activity involving standing for election to the Government or as a Parish Constable, or publicly supporting someone who is standing for election or playing a public part in any political manner.

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 4 core accountabilities attributes and behaviour indicators.

Organisation chart

Line managed by HCS Head of Comms.

No line management responsibility – but will be required to deputise for HCS Head of Comms when they are on annual leave (which will involve line managing the assistant comms officer for HCS) and will be required to manage and commission the core comms practice officers when producing and implementing work.

Person Specification

Specific to the role

ATTRIBUTES	ESSENTIAL	DESIRABLE
<p>Qualifications <i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	<p>Five years working in marcomms and/or media</p>	<p>Have a degree in communications, journalism, pr, marketing and/ or media studies</p>
<p>Knowledge <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>	<p>Experience of project management processes and implementing strategic communication campaigns</p> <p>Knowledge of public sector communications</p>	<p>Knowledge of health/ care communications</p> <p>Experience in change programmes</p>
<p>Technical / Work-based Skills <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>Experience of writing for online media and hard copy publications</p> <p>Experience of commissioning comms practitioners</p>	<p>Able to proofread</p> <p>Able to write in shorthand</p>
<p>General Skills/Attributes <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>Ability to act-up to a senior level, take on extra responsibility</p>	<p>Understanding of editorial processes of print and online media to make sure colleagues hear messages before news becomes 'public'.</p>
<p>Experience <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 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>	<p>An interest in government and experience of working in the public sector</p>