

Head of Strategic Communications

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| Department | Office of the Chief Executive |
| Reports to | Director of Communications |
| JE Ref: | OCE1012.2 |
| Grade: CS14 | JE Date: 13/06/2022 |

Job purpose

Leading the strategic management of communications activity within and from the Government of Jersey. Working closely with the Council of Ministers and Director Generals to make sure all communications outputs are aligned to the Government Plan and departmental business plans, and joined up across the organisation.

Developing long-range communication strategies for the new Council of Ministers and work with arm's length organisations, third sector stakeholders, and communities of Islanders to support building the reputation of Jersey at home and overseas.

Deputising for the Director of Communications in his absence.

Job specific outcomes

- Lead on the strategic management of communications across the Government. Devise, implement and evaluate the strategy and direction for communications in a way that makes sure that subsequent activities are aligned to the wishes of Ministers and according to the Government Plan
- To align the implementation of the communications strategy to the departmental business plans and initiatives, under the guidance of the Director Generals
- To line manage and lead the departmental Heads of Communications and attend the Communication Directorate's senior management team meetings to participate in decision-making
- To help promote a clear understanding of how Government is working for Jersey by prioritising departmental stories and campaigns and planning how to communicate them in a blended traditional / social media approach
- Together with the Director of Communications provide robust and deliverable communications advice at the Council of Ministers, to the Government's Executive Leadership Team, and with the Communication Directorate's senior management team
- Together with the Director of Communications manage high-level communication issues concerning the Office of the Chief Executive including the execution of long-term campaigns and media moments

- To act as a leader within the Government, supporting and mentoring junior colleagues across the Communications Directorate and acting within the values of the organisation and to the objectives and behaviours agreed with the Director of Communications.

Nature and scope

Line management of Heads of Communications – including setting values and standards, career pathways, quarterly objectives, KPIs and any other issue pertaining to HR as agreed with the Director of Communications

Be responsible for the grid of communications activity making sure that content for Government of Jersey is publicised on the correct communication channels, and at the right time

Supervise (ultimately providing assurance) high-profile ministerial events, and manage the reputation of the Council of Ministers and the Office of the Chief Executive.

Make sure agreed processes and good practice are followed so that the team's communications and engagement activities reflect the objectives of the Government of Jersey, adhere to the values of the public service, offer value for money and impact the lives of Islanders in a positive and sustainable way

Embed in the team consistent professional communications techniques and strong project management skills

Making use of effective influencing skills, excellent writing skills, and developing strong relationships with senior internal stakeholders including the Director of Communications, Head of Media Relations, Head of Corporate Communications and Head of Marketing and Campaigns

Working closely with colleagues from the central communications practices to manage the traditional and digital media landscape and deliver key communications and engagement programmes across relevant channels

Managing the team's 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

Accountabilities

- Leading and line managing departmental Heads of Communications
- Coordinating, overseeing, and evaluating the proactive communication activity from the Government
- Navigating the external economic, social, and political environment when planning and implementing communication activity
- Making sure Ministerial and operational priorities inform the ongoing delivery of communications
- Lead the daily diary and weekly grid meetings, owning the strategy underpinning their outputs
- Oversee high profile events, press conferences and webinars, publications and reports

- Identify and share good practice by planning the learning and development cycle for the Heads of Communications as a cohort.

Responsibilities

- Senior leadership culture, skills, goals and KPIs
- Enhancing the nature and tone of public service communications through media and social media channels
- Increasing transparency and a regular flow of information to the public
- Working with the Head of Ministerial Support Unit to make sure Ministerial priorities are reflected in proactive communications across the grid
- Making final judgement based on expertise and experience when analysing the pros and cons of potential communications activities and timings
- Briefing and advising Minister on major strategic items (Government Plan etc.)
- Making sure colleagues tell Government stories through engaging words and compelling content

Knowledge, skills and experience

- Have a degree or equivalent qualifications in media or marketing or project management
- Have at least ten years' experience of delivering communications activities such as public relations, marketing, media, communications planning
- Have at least five years of project and budget management
- Experience of working on large scale, multi-faceted and high budget communication campaigns
- Excellent written communications skills and attention to detail
- Experience of delivering PR, marketing and media strategies

The job holder must be self-motivated and able to work flexibly and act on their own initiative, while being part of a larger team and taking direction from senior leaders.

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.

Person Specification

Specific to the role

| ATTRIBUTES | ESSENTIAL | DESIRABLE |
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| Qualifications | Have a degree in communications, journalism, pr, marketing and/ or media studies OR equivalent in government, politics, economics, law | Full membership of CIPR or CIM |
| Knowledge | <p>Significant senior experience of public sector project management processes and large scale, multi-faceted and high budget communication campaigns</p> <p>Detailed knowledge and experience in change programmes, working in the news cycle and working with political stakeholders</p> | Knowledge of Jersey political system and public sector structure |
| Technical / Work-based Skills | <p>Excellent written and oral communications skills including policy writing and proofreading</p> <p>Experience of writing for online media and hard copy publications</p> <p>Experience of commissioning comms practitioners</p> <p>Able to write executive briefings</p> | Able to write in shorthand |

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| <p>General Skills/Attributes</p> | <p>Ability to manage competing senior stakeholder priorities</p> <p>Ability to work to tight deadlines in a changing environment</p> <p>Understanding of editorial processes of print and online media</p> <p>Ability to plan employee engagement events, media briefings, training sessions, workshops and meetings</p> <p>Ability to act-up to a Director level, take on extra responsibility</p> | |
| <p>Experience</p> | <p>Over ten years' experience of working in the communications, PR or journalism field, including a working knowledge of strategic communication and engagement theories.</p> <p>At least five years of project and budget management.</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> |

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 3 core accountabilities attributes and behaviour indicators.