



Digital Communications Manager

Department:	States Greffe	
Section:	Digital and Public Engagement	
Reports to:	Head of Digital and Public Engagement	
JE Ref:	SG1001	
Grade:	CS11	JE Date: 5/10/2021

Job purpose

Lead the implementation of the department's digital communication strategy, whilst overseeing and supporting offline communication activities, all designed to engage and inform Islanders about the States Assembly – Jersey's elected parliament.

Demonstrate a positive impact on achieving the outcomes and objectives set out in the Digital and Public Engagement Strategy, as a deputy to the section head.

Job specific outcomes

1. Lead the ongoing development and optimisation of all States Assembly and Vote.je digital channels, including websites, social media, digital advertising and e-communications, ensuring a credible, consistent and trusted voice throughout.
2. Develop, lead and manage relationships with external digital agencies and consultants, to deliver optimal outcomes, to deadline and within budget.
3. Monitor and report on the effectiveness of all digital channels, including qualitative and quantitative customer research. Make considered adjustments to help achieve the goals and targets set out in the strategy, whilst ensuring all work reflects the guiding principles.
4. Keep abreast of industry trends and seek opportunities to trial new and innovative digital channels and tools to engage the public.
5. Build and maintain good working relationships with key internal and external stakeholders and partners, to help engage target audiences.
6. Line manage staff to support their development and help achieve the delivery of better service and public engagement.
7. Provide support and back-up to the whole Digital and Public Engagement team, helping to respond to collective priorities.
8. Anticipate, mitigate and respond to risks to the reputation and interests of the States Assembly, so that its reputation and integrity is upheld and enhanced.
9. Provide robust, evidence-based communications advice and challenge to States Members, senior officials and communications colleagues.
10. Demonstrate measurable outcomes that contribute to achieving the objectives set out in the Digital and Public Engagement Strategy.



Statutory responsibilities

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

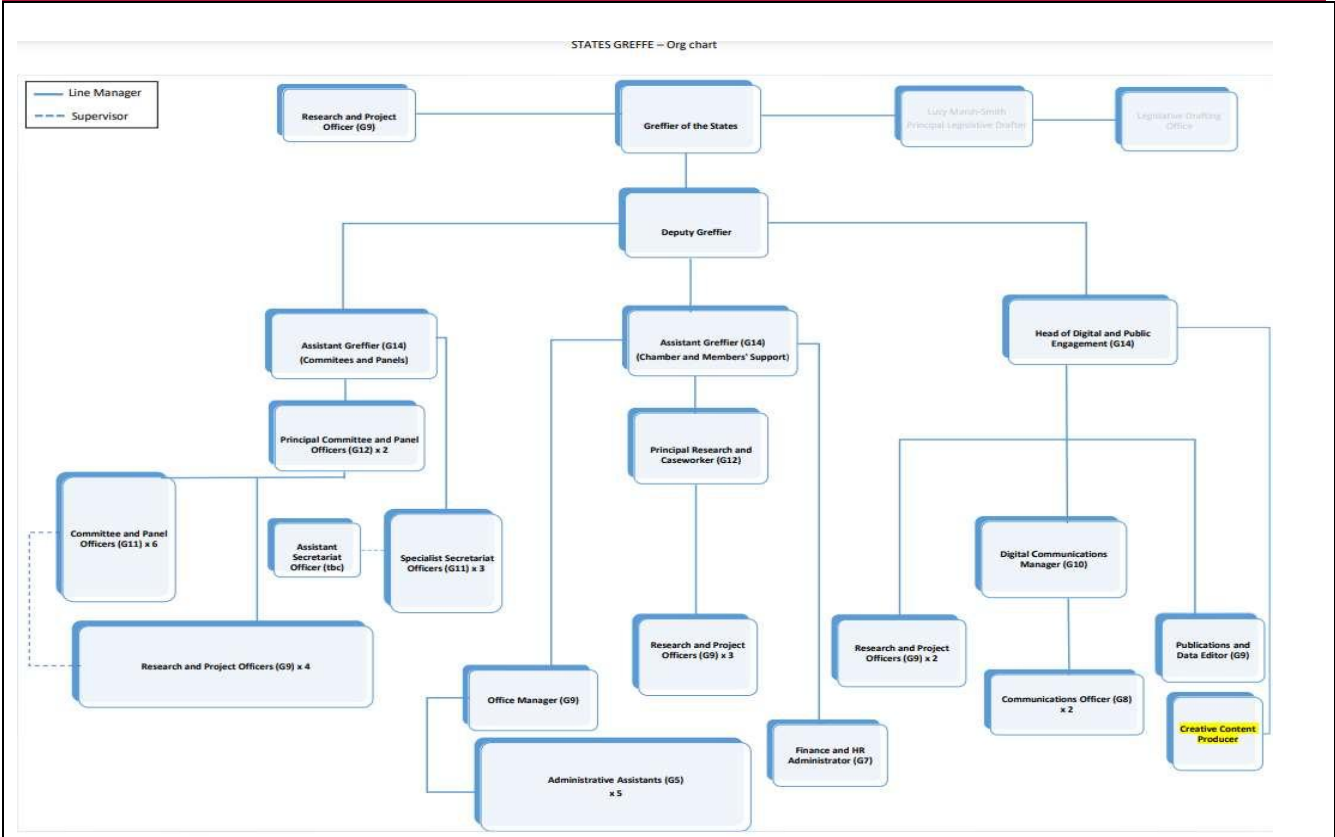
This role is politically restricted. The job holder is not permitted to undertake political activity involving standing for election to the States or as a Parish Constable, or publically supporting someone who is standing for election or playing a public part in any political manner.

Organisational structure

One Government Departments



Organisation chart





Person Specification

Specific to the role		
	Essential	Desirable
Qualifications	Degree or equivalent experience that demonstrates strong written English and analytical skills	Professional qualification(s) in digital communications/marketing
Knowledge	<p>Interest in and knowledge of Jersey's political system and culture</p> <p>Extensive knowledge of digital communication channels, tools and techniques for engaging target audiences and driving behaviour change</p> <p>Knowledge and understanding of the key metrics for evaluating the effectiveness of digital communication channels</p>	Familiarity with Jersey's machinery of government and constitutional arrangements
Technical / Work-based Skills	<p>Strong expertise in digital content production, including accessibility, usability, social media, search engine optimisation, and measurement tools.</p> <p>Clear, concise and accurate oral presentation and written communications skills</p> <p>Proven understanding and experience of traditional communications channels.</p> <p>Ability to understand, assimilate and advise on complex issues quickly and accurately in potentially stressful and pressured political situations</p> <p>Ability to influence and challenge effectively at senior levels</p> <p>Experienced and skilled in using digital applications and programmes, including website content management systems, social media aggregators, email marketing tools and online advertising platforms</p>	<p>A working command of both spoken and written French and Jèrriais as the States Assembly is a tri-lingual parliament</p> <p>Expert knowledge of Adobe Creative Suite, including InDesign, Photoshop, Illustrator, Acrobat</p>
General Skills/Attributes	<p>Politically astute</p> <p>Commercially aware</p> <p>Organised and able to deal with multiple competing priorities and a high workload</p>	Managing, coaching and developing junior members of staff



	<p>Self-motivated, with the ability to work independently and flexibly, with minimal supervision, acting on their own initiative</p> <p>Ability to work collaboratively and effectively as a team member with shared goals and objectives</p> <p>Personal resilience to deal with challenging situations</p>	
Experience	<p>A minimum of five years' experience managing and delivering communication projects, utilising a range of digital and traditional media channels</p> <p>Managing fixed budgets</p> <p>Experience building and maintaining strong relationships with partner organisations, agencies and suppliers</p> <p>Experience of working to tight deadlines and budgets</p> <p>Experience of writing for online, broadcast and print publications</p>	Line management experience

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.