



Campaign Manager

Department:	States Greffe		
Section:	Digital and Public Engagement		
Reports to:	Head of Digital and Public Engagement		
JE Ref:	SG1006		
Grade:	CS11	JE Date:	11/8/2021

Job purpose

To develop and manage the delivery of proactive, insight-led campaigns, 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. To use audience insights to craft and deliver relevant messages to segments of the population, using appropriate and accessible language, channels and tools.
2. To develop, lead and manage relationships with external agencies, consultants and media outlets, to secure quality, value-for money creative, production and advertising space
3. To monitor and report on the effectiveness of campaigns and ROI from paid activity, adjusting channel use and messaging, where required, to achieve the best outcomes.
4. To monitor industry trends and seek opportunities to trial new and innovative ways of engaging the public.
5. To provide robust and deliverable marketing advice and challenge to States Members, senior officials and communications colleagues.
6. To build and maintain good working relationships with key internal and external stakeholders and partners, to help engage with specific audiences.
7. To ensure campaigns demonstrate a credible, consistent and trusted voice across all channels.
8. To demonstrate measurable outcomes that contribute to achieving the objectives set out in the Digital and Public Engagement Strategy.
9. Line management of one member of staff in order to achieve the delivery of better service and better public engagement.



Statutory responsibilities

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

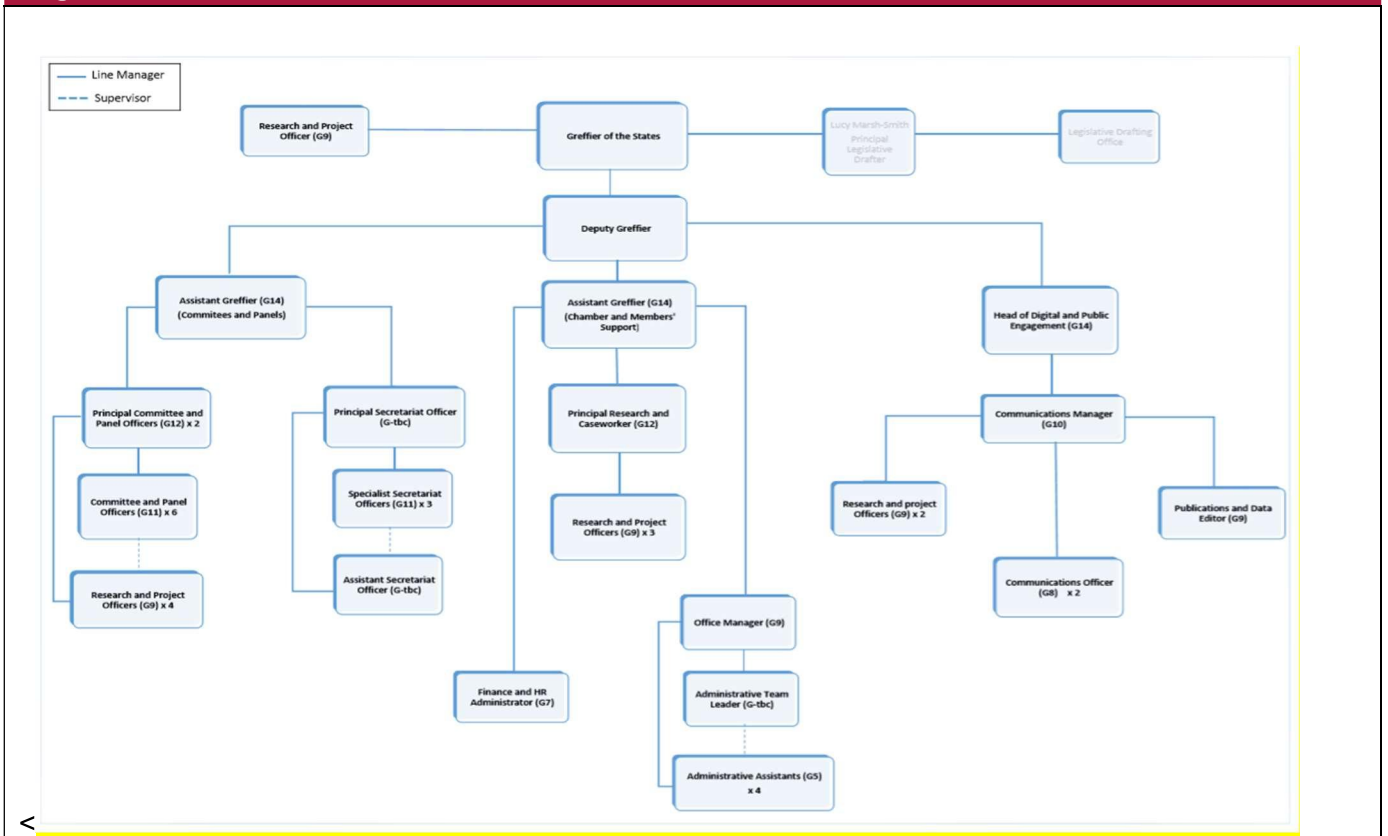
This role is politically restricted. The job holder is not permitted to undertake political activity involving standing for election to the States or as a Parish Constable, or publically supporting someone who is standing for election or playing a public part in any political manner.

Organisational structure

One Government Departments



Organisation chart



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.



Person Specification

Specific to the role		
	Essential	Desirable
Qualifications	Degree or equivalent experience that demonstrates strong written English, project management and analytical skills	Marketing qualification(s)
Knowledge	Interest in and knowledge of Jersey's political system and culture Knowledge of budget management processes Good level of commercial awareness	Familiarity with Jersey's machinery of government and constitutional arrangements
Technical / Work-based Skills	Clear, concise and accurate oral presentation and written communications skills Ability to understand, assimilate and advise on complex issues quickly and accurately in potentially stressful and pressured political situations Ability to influence and challenge effectively at senior levels IT skills, particularly with Microsoft Office applications	A working command of both spoken and written French as the States Assembly is a bi-lingual parliament
General Skills/ Attributes	Politically astute Organised and able to deal with multiple competing priorities and a high workload Self-motivated, with the ability to work independently and flexibly, with minimal supervision, acting on their own initiative Ability to work collaboratively and effectively as a team member with shared goals and objectives Personal resilience to deal with challenging situations	Managing, coaching and developing junior members of staff
Experience	A minimum of four years' experience designing, planning and delivering multi-channel campaigns, including PR, on and offline advertising, outdoor media, risk analysis, and evaluation A working knowledge of design and print production processes, including sustainability. Experience building and maintaining strong relationships with partner organisations Experience of working to tight deadlines and budgets Experience managing relationships with agencies and suppliers Experience of writing for online media and hard copy publications	Expert knowledge of Adobe Creative Suite, including InDesign, Photoshop, Illustrator, Acrobat