



## Outreach Manager

<b>Department:</b>	States Greffe
<b>Section:</b>	Digital and Public Engagement
<b>Reports to:</b>	Head of Digital and Public Engagement
<b>JE Ref:</b>	SG1034
<b>Grade:</b> CS11	<b>JE Date:</b> 04/12/2023

### Job purpose

To develop and lead the delivery of an insight-led outreach strategy that will help to inform and empower Islanders to engage with the States Assembly – Jersey's elected parliament.

Establish a collaborative approach to engaging with Islanders by developing relationships and working closely with a range of external organisations, including industry bodies, community groups, the voluntary and community sector, and the Parishes.

Help to develop a culture of high civic engagement in Jersey, demonstrating a measurable positive impact on achieving the outcomes and objectives set out in the Digital and Public Engagement Strategy.

### Job specific outcomes

1. To develop and lead on research that will help establish and monitor the motivations and barriers to engagement within specific demographic groups and communities in Jersey's adult population.
2. To build and maintain strong relationships with a broad range of local organisations and groups to better understand their communities and provide appropriate channels for them to engage and provide input. Provide a credible, consistent, and trusted voice for the States Assembly and the States Greffe.
3. To use research findings and insights to develop new initiatives, events, workshops and resources to help engage Islanders with the work of the States Assembly, including candidates, in the lead-up to elections.
4. To build and maintain excellent working relationships with States Members and colleagues within the States Greffe and Government departments, providing robust advice and training on outreach work, when required.
5. To measure and report on the effectiveness of all outreach programmes and activities, adjusting ways of working and messaging, where required, to achieve the best outcomes.
6. Establish and maintain relationships with professionals delivering outreach projects for other sectors and jurisdictions, identifying best practice and learnings to further develop and enhance the States Assembly's approach.
7. To monitor topical Island issues, activities and campaigns and seek out opportunities to trial new and innovative ways of engaging Islanders through the communities they identify with.
8. To work closely with the Education Manager to ensure the delivery of outreach and education strategies and programmes are closely aligned. Line management of up to two members of staff.
9. To work collaboratively and flexibly as part of the Digital and Public Engagement Team, contributing to wider team and departmental projects that align with the overarching strategies for the department and the team.

### 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 publicly supporting someone who is standing for election or playing a public part in any political manner.

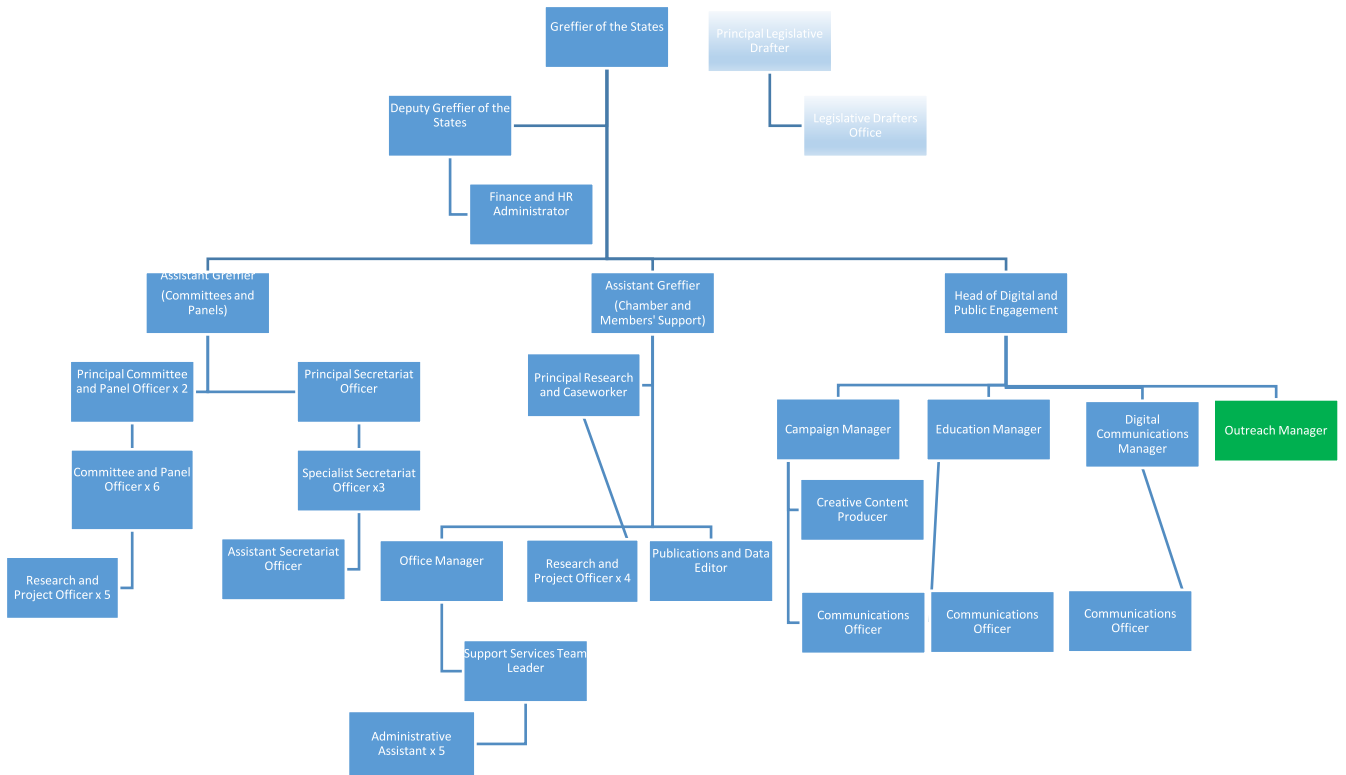
## Organisational structure

### One Government Departments





## Organisation chart





## Person Specification

Specific to the role		
	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	Degree or equivalent experience that demonstrates strong written English, project management and analytical skills	Educated to degree level in an appropriate subject such as research methodology, social policy, behavioural science, or marketing
<b>Knowledge</b>	<p>Interest in and knowledge of Jersey's political system and culture.</p> <p>Familiarity with Jersey's machinery of government and constitutional arrangements</p> <p>Knowledge of budget management processes.</p> <p>Excellent grasp of project management methodologies, governance, stakeholder management and data analysis.</p> <p>Knowledge of how to drive and embed new ways of working.</p>	Broad knowledge of the legislation, policies and procedures and services of the Government of Jersey
<b>Technical / Work-based Skills</b>	<p>Clear, concise and accurate oral presentation and written communications skills, including the ability to deliver complex messages to a wide range of stakeholders, using appropriate, accessible and inclusive language, channels and tools.</p> <p>The ability to scope, plan, implement and realise the benefits of a project through interpretation of quantitative and qualitative information.</p> <p>Ability to influence and challenge appropriately and effectively at senior levels.</p> <p>IT skills, particularly with Microsoft Office applications.</p>	<p>A working command of both spoken and written French and Jèrriais as the States Assembly is a tri-lingual parliament.</p> <p>A working command of one or more of the languages widely spoken in Jersey: Portuguese, Polish and Romanian</p>
<b>General Skills/Attributes</b>	<p>The ability to liaise with, engage and enthuse senior stakeholders and those at all levels.</p> <p>Analytical skills to understand highly complex problems or situations.</p> <p>Tackles complex problems and takes personal responsibility for reaching solutions, considering interdependencies, resource and cost implications.</p>	Managing, coaching and developing junior members of staff.



	<p>A clear outcome focussed approach, always seeking ways to improve overall performance levels to give higher levels of satisfaction to Islanders and stakeholders.</p> <p>Ability to sustain prolonged levels of concentration responding and participating as required.</p> <p>Organised and able to deal with multiple competing priorities and a high workload.</p> <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>	
<b>Experience</b>	<p>Experience of building and maintaining strong relationships with partner organisations</p> <p>Experience of writing reports/business cases.</p> <p>Experience of working with senior stakeholders and politicians</p> <p>Experience of working to tight deadlines and budgets</p>	

## 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.