



Communications Officer

Department: States Greffe

Section: Digital and Public Engagement

Reports to: [Digital Communications Manager / Campaign Manager / Education Manager/Outreach Manager]

JE Ref: SG1038

Grade: CS9

JE Date: 11/04/2024

Job purpose

To engage and inform Islanders about the work of the States Assembly – Jersey's elected parliament, including its Committees and Panels, by delivering effective, accurate and timely communications content and advice.

To deliver key information to target audiences in an accessible format, utilising a range of communication channels. Frequently liaising with senior colleagues and States Members in the development of campaign plans.

Take an active role in helping to deliver a measurable positive impact on the target outcomes and objectives set out in the Digital and Public Engagement Strategy.

Job specific outcomes

1. Draft and distribute clear, accessible and engaging press notices to communicate news from the States Assembly, including its committees and panels, to the media. Follow-up communication with journalists to organise interviews and provide a trusted fact-checking service.
2. Create social media plans and content tailored to specific platforms, to meet campaign-specific, and strategic objectives. Posting content, monitoring engagement and responding to comments on social media posts and take action to uphold the community rules to achieve the best outcomes.
3. Work directly with States Members and colleagues to provide trusted communications advice and support, aligned with agreed strategies, including the Scrutiny Communications Strategy.
4. Draft, edit and upload editorial copy, publications, events and photography to the States Assembly and Vote.je websites, using defined templates to lay out pages consistently and for optimal engagement. Take a keen interest in the website analytics to consider potential improvements when drafting content.
5. Assist with the delivery of educational and outreach programmes, including the delivery of corporate and school Chamber tours; pop-up stands in the community; online events and visits to schools.
6. Work with colleagues to develop and execute targeted campaigns to help drive up engagement with the States Assembly, including its Committees and Panels. Liaise with suppliers and third parties



to organise channel-specific activity, including advertising, print, events and outdoor media. Track and report on the effectiveness of activity and make recommendations for future review campaigns.

7. Monitor on and offline media coverage to help inform colleagues and prepare appropriate responses. Measuring the impact of proactive media relations and trends over time to identify opportunities for continuous improvement.
8. Build and maintain excellent working relationships with key internal and external stakeholders and partners, including States Members.
9. Regularly monitor industry trends and learnings, with a commitment to sharing knowledge with the wider Digital and Public Engagement team to support continuing professional development and identify where learnings can be applied to enhance our practice.
10. Work collaboratively and flexibly as part of the Digital and Public Engagement Team, supporting colleagues and coordinating engagement projects that align with the overarching strategies for the department and the team.

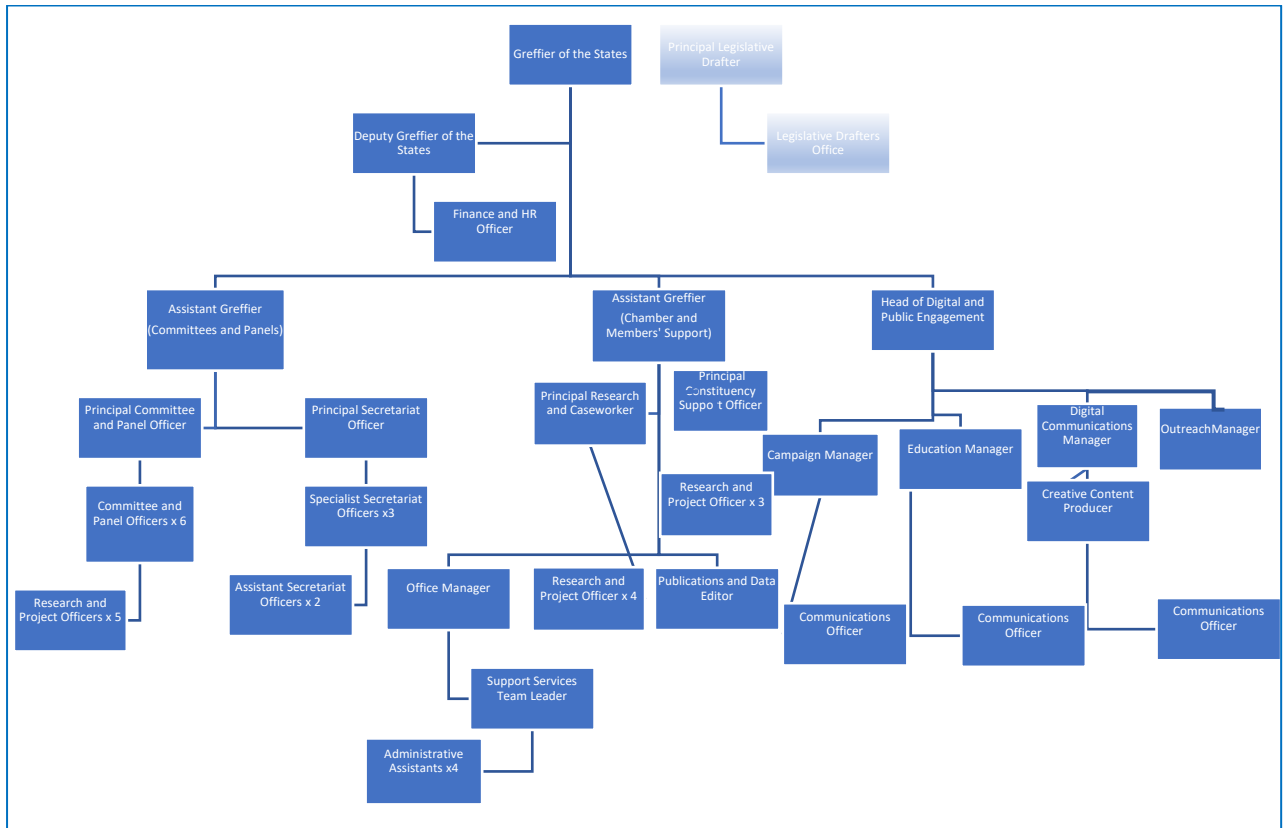
Statutory responsibilities

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

This role is politically restricted. The jobholder 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.



Organisation Chart





Person Specification

Specific to the role

Describe the knowledge, skills, experience, and qualifications required to perform the job to a satisfactory standard.

It is important to convey what the job requires, rather than what an individual might have, as these may be different. For example, you may have a postgraduate level qualification, however, an A' Level standard qualification is the requirement for the job.

ATTRIBUTES	ESSENTIAL	DESIRABLE
<p>Qualifications <i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	<p>Undergraduate degree (or equivalent), in Communications/Marketing, or a related field.</p>	<p>Post-graduate qualification in Communications /Marketing.</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>Interest in Jersey's political system and culture.</p> <p>Demonstrable knowledge of using social media applications to achieve organisational objectives.</p>	<p>Knowledge of Jersey's political system and culture.</p> <p>Familiarity with Jersey's machinery of Government and constitutional arrangements.</p> <p>Broad knowledge of the legislation, policies and procedures and services of the Government of Jersey</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>Comprehends highly complex material quickly and accurately.</p> <p>Clear, concise, accurate oral and written communications in excellent English.</p> <p>Effective communications, specifically for digital platforms.</p>	<p>As the States Assembly is a tri-lingual parliament, French and Jèrriais language skills would be an advantage, as would knowledge of the languages widely spoken in Jersey (Portuguese, Polish and Romanian).</p>



	Proficient in MS Office and various social media applications	
<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>Politically astute.</p> <p>Flexible approach to work – on occasion there is a need to work outside of core hours (evenings and weekends).</p> <p>Self-motivated, with the ability to work independently and flexibly, with minimal supervision, acting on their own initiative whilst also working collaboratively and effectively as a team member with shared goals and objectives.</p> <p>A strong personal presence; effectiveness and credibility in meetings.</p> <p>Personal resilience to deal with challenging situations.</p> <p>Results focused with a keen interest in measuring outcomes and impact to identify opportunities to continually improve.</p> <p>Creative, innovative, and detail-oriented</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>A proven record of experience of delivering communications activities, such as drafting press notices and social media content.</p>	<p>Experience of working in a parliamentary or Government context.</p>



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 States of Jersey tier 5 core accountabilities attributes and behaviour indicators.