



Job Title: Head of Digital and Public Engagement

Department: States Greffe

Section: Digital and Public Engagement

Reports to: Deputy Greffier of the States

JE Ref: SG104

Grade: CS14

JE Date: 20/04/2020

Job purpose

Lead and direct all aspects of the States Greffe's digital and public engagement work, setting the strategic vision and objective to deliver educational and historic projects, more effective use of States Assembly data, agreed reform of public elections law and public information about general elections, in order to ensure that the States Assembly is more engaged with the public of the Island. In doing so, provide confidence in the operation of the States Assembly, holding to the highest standards of integrity and professionalism.

Job specific outcomes

1. Lead and direct States Assembly digital and public engagement initiatives, including educational and historic projects, more effective use of States Assembly data, agreed reform of public elections law and public information about general elections, in order to improve civic engagement in Jersey.
2. Lead engagement with States Members, senior staff and external stakeholders to identify the digital and public engagement initiatives they consider will more effectively promote the States Assembly and Jersey politics; and keep fully abreast of trends, developments and best practice in other jurisdictions, and use benchmarking to develop and implement the highest quality digital and public engagement initiatives for the States Assembly.
3. Lead the planning and coordination of proactive external communication campaigns, across a variety of channels, to inform and educate islanders about the work of the Assembly, including Scrutiny panels and committees. Promote a clear understanding of the States Assembly's place in the Island's constitution and how it is working for Jersey, establishing a credible, trusted voice for Assembly communications, using plain and accessible language.
4. Lead the planning of internal communications, staff engagement and leadership visibility activities in partnership with the Senior Leadership Team, to enhance a team ethos and collaborative working within the States Greffe.
5. Provide robust and deliverable communications advice, and challenge, to the Greffier of the States and other members of the department's senior leadership team and, where necessary to States Members and to anticipate, mitigate and respond to risks to the reputation and interests of the States Assembly, and to manage unanticipated events.



6. Develop and implement the strategic priorities of the States Greffe, and ensure efficient collaborative working between sections, as a member of the department's Senior Leadership Team.
7. Lead and contribute to associated departmental projects and initiatives, promoting and positively influencing the work of the States Assembly, to enhance its reputation and its effectiveness as the Island's legislature.
8. Manage team, implementing effective performance management to enable continued professional development and high performance; and set and oversee the quality assurance processes managed by the team leaders that report to the post-holder.
9. Oversee all financial matters within the section, identifying and implementing solutions to solve problems, challenges and inefficiencies and to ensure continuity in the provision of an optimum service.
10. Develop and implement procedures, guidance and training to ensure that the section complies with the legislation and procedures underpinning the work of the States Assembly and its members, to meet statutory requirements and uphold the Assembly's reputation.

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.

The primary service areas of the States Greffe that are accountable to the role are:

- States Assembly digital and public engagement (cross-cutting across States Assembly, committees and panels)
- Quality Assurance (various)

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>Degree or equivalent experience in subject matter to demonstrate skills in communication, media or digital.</p> <p>Management/leadership qualification (e.g. external level 5 or above CMI accreditation, or internal SoJ programme).</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>Understanding of the strategic, legislative and political frameworks of the States of Jersey and 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>Ability to understand, assimilate and advise on complex issues quickly and accurately in stressful and pressured political situations.</p> <p>Highly politically astute.</p> <p>Clear, concise, accurate oral and written communications in excellent English.</p> <p>Effective written communications, specifically for the web.</p>	<p>A working command of both spoken and written French as the States Assembly is a bi-lingual parliament.</p>
<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</i></p>	<p>Excellent influencing, diplomacy and communication skills.</p>	



<p><i>delegate, motivation or commitment etc.</i></p>	<p>Capable of leading multiple tasks and processes and developing and articulating a strategic vision.</p> <p>Proven effective leadership and team-building.</p> <p>Excellent judgement, working well in a pressured environment on a number of complex matters.</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>Management/leadership experience.</p> <p>Experience working in a political context</p> <p>Experience of developing and articulating a communications or engagement strategy.</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 1 to 3 core accountabilities, attributes and behaviour indicators.