

Digital Marketing Apprentice

Department: States Greffe
Section: Digital and Public Engagement
Reports to: Digital Communications Manager
JE Ref: SG1048

Grade: CS6

JE Date: 22/08/2024

Job purpose

To play an active role in supporting the department's digital marketing strategy, whilst also supporting offline communication activities, all designed to inform and engage Islanders with the States Assembly – Jersey's elected parliament.

Make a positive contribution towards achieving the objectives set out in the Digital and Public Engagement strategy and achieving the aim of Jersey to have a vibrant democracy where Islanders feel empowered to shape the Island's future.

Job specific outcomes

1. Support the Digital Communications Manager with content planning, creation, and management to increase engagement across a range of digital channels, including:
 - Websites (States Assembly and Vote.je)
 - Social media (including but not limited to Facebook, X, Instagram, YouTube, LinkedIn)
 - Podcasts
 - Email marketing communications (States Assembly and Vote.je)
 - Digital advertising campaigns, including Google Search, Display ads and YouTube ads.
2. Proactively respond to communications from Islanders across all digital channels, this includes monitoring the shared inbox and responding to messages on social media to build relationships and provide accuracy.
3. Support the team with administrative tasks, such as adding content to the website(s), including press notices, images, videos, and documents, to ensure consistent engaging content.
4. Contribute to the delivery of digital, media monitoring and campaign reports, including collating and inputting the relevant data and looking at trends to enable insight-led decision making.
5. Under supervision from the Digital Communications Manager, regularly provide updates to the team on digital activity, reflecting on performance and highlighting learnings and actions to develop and embed digital strategies in-house.

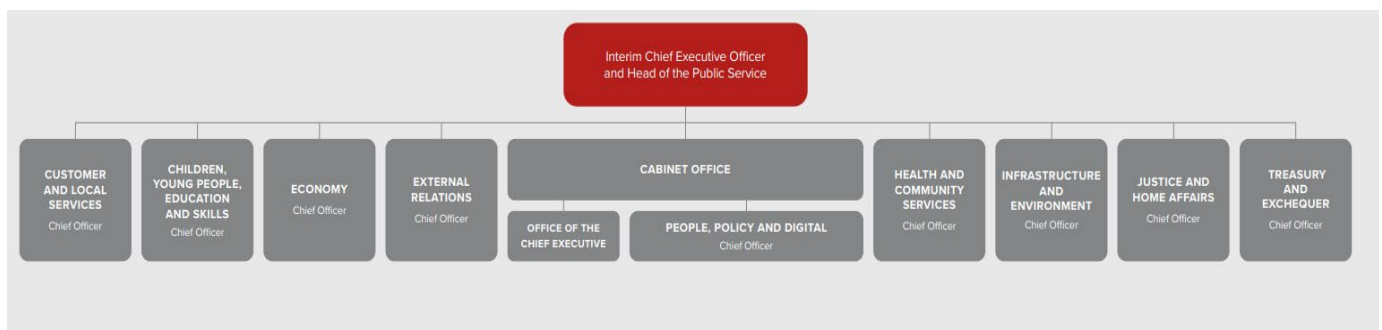
6. Support the production of creative content, including organising and assisting photoshoots and filming projects. Assist with branded collateral for campaigns and events, to develop engaging content to reach new audiences.
7. Build and maintain strong working relationships with internal and external stakeholders, including members of the public, States Greffe colleagues, States Members, and digital agencies to establish a professional rapport and build credibility.
8. 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.
9. Support the team with events to inform and engage Islanders with the States Assembly – Jersey’s elected parliament.

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

Organisational structure



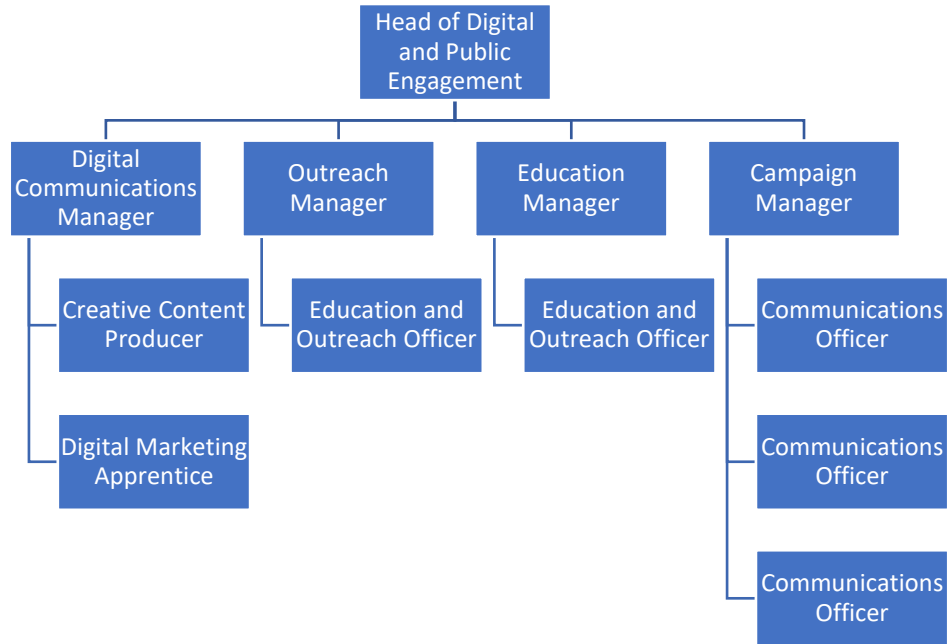
The States Greffe provides an independent administrative support service to the States Assembly, Jersey’s elected parliament, its committees and its members.

The States Greffe is responsible for the facilitation of communication between the States Assembly and the public including raising awareness of, and engagement with, parliamentary activities and process, and maintaining official records of the proceedings and decisions of the States Assembly, ensuring transparency and accountability.

Under the brand Vote.je, the States Greffe is also responsible for raising awareness of elections, which take place every four years.

The Digital and Public Engagement Team structure:

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</p> <p><i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	<p>3 A-Levels at CCC or above, or equivalent BTECs.</p> <p>Commitment to undertake and complete a professional level 6-degree qualification in digital marketing.</p>	<p>Digital marketing experience</p>
<p>Knowledge</p> <p><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 and knowledge of Jersey's political system and culture.</p> <p>A good understanding of MS products, including Outlook and PowerPoint.</p>	<p>Familiarity with Jersey's machinery of government and constitutional arrangements.</p>
<p>Technical / Work-based Skills</p> <p><i>This relates to the skills specific to the job, e.g. language fluency, vehicle license etc.</i></p>	<p>Clear, concise, accurate oral and written communications.</p> <p>Effective written communications, tailored to the channel for which it is being written.</p> <p>Highly organised with good record keeping.</p> <p>Comprehends highly complex material quickly and accurately.</p>	<p>A working command of one or more of the languages widely spoken in Jersey: Portuguese, Polish and Romanian.</p> <p>A working command of both spoken and written French and Jèrriais as the States Assembly is a tri-lingual parliament.</p>
<p>General Skills/Attributes</p> <p><i>This relates to more general characteristics required to do the job effectively, e.g. effective written</i></p>	<p>Politically astute.</p> <p>Capable of managing multiple tasks and</p>	<p>A clean driving licence</p>

<p><i>communication skills, ability to delegate, motivation or commitment etc.</i></p>	<p>processes. Resilience in challenging situations.</p>	
<p>Experience</p> <p><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>Experience of delivering digital communications activities, such as social media output.</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 6 core accountabilities attributes and behaviour indicators.