

## Director of Communications

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**Department**

Office of the Chief Executive

**Reports to**

Chief Executive Officer

### Job purpose

To lead on the delivery of effective communications to support the achievement of States of Jersey's objectives; to protect, promote and improve the States of Jersey's national and international reputation; and to ensure that Jersey's residents, stakeholders, partners and staff are informed and engaged with public services and the changes that affect them. The role holder will develop, through dialogue with a wide range of partners, stakeholders, colleagues and residents, an integrated communications strategy for the whole of government, which covers all internal and external audiences and communications channels.

The role holder will drive and lead change through effective communication to encourage innovation and transformation across the States of Jersey, to inspire Team Jersey to deliver the best services for the community. In particular, this role holder will develop and sustain modern, effective communications channels to deepen and strengthen engagement with residents and communities. The role holder will play an important part in supporting public service employees to understand the need for change and innovation and will ensure that two-way communications channels with staff are well developed and proactively supported.

### Job specific outcomes

Accountable for the development and implementation of the States of Jersey's overall communications strategy, aligned to the States' organisational objectives.

To provide robust, expert advice, guidance and challenge to Ministers, the Chief Executive, Directors General and other senior leaders and colleagues on all internal and external communications.

To develop a clear, compelling strategic narrative for the vision and objectives of the States of Jersey, and ensure that it is communicated clearly and consistently to all audiences.

To promote the national and international reputation of the States of Jersey.

To anticipate, mitigate and respond to risks to the reputation and interests of the States of Jersey, and to manage crises.

To promote two-way employee participation in change, drive engagement, and support senior leaders in engaging managers and employees in the future vision of Jersey's public sector.

To bring the voice and interests of internal and external audiences into decision-making.

To deliver centralised, high-quality, value-for-money design, digital and marketing products and services

for the States.

To develop innovative multi-media communications through internal and external digital channels to reach audiences directly at zero or low cost.

To build and lead the Communications Profession, and lead, line manage and develop the central and departmental communications teams.

### 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.

### Services

- Media and Stakeholder Relations
- Internal and Change Communications
- Marketing, Design and Digital
- Departmental Communications

### Organisational structure



Core leadership accountabilities	
Ministerial relationships	Provide guidance and support to Ministers, translating their political visions and priorities into coherent initiatives that will deliver their intended outcomes
Finance and performance	Be responsible for significant delegated budget and resources ensuring that they are allocated effectively for the delivery of intended outcomes in a manner which demonstrates values for money and compliance with relevant policies and guidelines
Corporate parent	Be responsible for providing the best possible care and safeguarding of children and vulnerable adults in the Island, by creating collaborative, efficient, and joined up public services where children and vulnerable adults can flourish in a healthy, safe educational and social environment.
Customer and Islanders	Ensure that there is a clear and consistent focus across the organisation and its partners on delivering inclusive and an outstanding customer service experience to all customer and Islanders
People management	Provide strong and inspirational leadership, promoting a culture of high performance, continuous improvement, innovation. Be responsible for optimising workforce capability, ensuring fair and transparent approaches talent management and resourcing decisions that promotes diversity and inclusive. Develop workforce plans that ensure the capability and capacity required to meet current and future business requirements
Jersey Standard	To be responsible for creating the Jersey Standards. A performance and service excellence framework for the States of Jersey
Partnership	Develop effective internal and external partnerships and collaborative working to achieve the strategic vision of One island, one community, one government, one future. Act as a positive ambassador for the Island and the States of Jersey.
Governance, compliance and organisational reputation	Provide assurance that strategic decisions are being made in accordance with governance arrangements, relevant legislation with particular reference to Jersey Laws, statutory requirements and policy and operate within an acceptable level of risk. Lead by example and behave in accordance with the code of conduct, carrying out duties within profession good practice and legal standards.

<b>Executive traits and behaviours</b>	
Make the right impact	Inspires others, is visible, adaptive, authentic and engenders trust
See things through	Demonstrates courage, takes responsibility, is resilient and tenacious
Move at pace	Learns quickly, is curious, agile and innovative
Makes things happen	Thinks strategically, acts tactically, creates social value through commercial approach

<b>Creating conditions for success</b>	
Builds powerful relationships	Achieves through influence not control, promotes teamwork and partnership
Builds and sustains effective alliances	Forges dynamic alliances with others to provide world class services
Creates capability	Successfully leads team, realises potential, creating a learning environment where talent thrives
Creates a successful team Jersey culture	Works corporately to create cohesion, breaks down silos and achieves through common goals
Generates ambition	Sets the highest performance and ethical standards, hold people to account
Delivers transformation	Articulates a clear vision, wins hearts and minds and takes balanced risks

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## Person Specification [for recruitment only]

### Specific to the role

The Director of Communications must have significant experience working in a leadership position of a large commercial or public sector organisation (ideally bringing multi sector experience) leading the management of comprehensive strategic communications programmes for the purpose of advancing an organisation's goals and objectives. You will also have had proven experience in building, coaching, and mentoring a team of communications specialists.

It is imperative that the Director of Communications has exceptional written and verbal skills. They will oversee all the content production, media communications, and social media interactions by States of Jersey as well as creating reports and presentations to be presented to the Chief Executive Officer and relevant stakeholders. In order to effectively execute these functions they must possess superior communication skills.

As the head of the communications department, the Director of Communications needs to have strong leadership qualities, being able to move a crowd and inspire them to work towards a common goal and vision. They will be a hands-on agile thinker, capable of producing quality speeches and communications for ministers and managers; this requires significant knowledge and understanding of the issues as well as the communication methodologies. The Director must also have excellent project management skills, an ability to face stressful and uncertain situations with calmness and composure and inspiring a team to do the same, and an ability to work comfortably with high ranking executives in the development and approval-securing of communications strategies on behalf of the team.

The position of Director of Communications also demands a high level of analytical and technological skills. They must be highly familiar with digital channel programs and strategies, inclusive of new and emerging technologies that support content/message delivery and measurement.

A curious individual with a broad experience and mindset and who has an ability to formulate advanced concepts and solutions that demand a high degree of, creativity, innovation, technological expertise, and ingenuity. They must also be a visionary who has the capacity to provide communication strategies and direction for States of Jersey's various platforms.

They must have excellent judgment and creative problem solving skills, be self-motivated and proactive going above and beyond a call of duty, possess an ability to work comfortably and efficiently in a collaborative setting, must be a strategic thinker who is able to provide lasting solutions for departmental issues, and must be a self-motivated individual who is able to offer proactive communications recommendations.

It is, therefore, important that the Director of Communications has great people skills that enables them to relate well with others whether in person or through the content they oversee. As a major representative of SOJ, the Director must be capable of forming strong, meaningful, and lasting relationships with people on behalf of States Of Jersey.

## Generic to senior leaders

Demonstrate significant experience of working in a senior role in a political environment and evidence of the ability to challenge and negotiate with a wide range of stakeholders.

Demonstrate knowledge and understanding of the challenges that the States of Jersey faces, matched with an understanding of the policy and governance requirements for the department accountabilities within the role.

Demonstrate a proactive, credible and authoritative voice on behalf of the Island with evidence of successful lobbying of senior government figures and counterparts, and other influential stakeholders.

Ability to build and develop strategic relationships, influencing and negotiating with a wide range of stakeholders and partners to achieve outcomes.

Demonstrable track record of leading, motivating and managing teams to achieve high performing and significant sustainable service improvements and outstanding results, within agreed budgets to meet agreed targets and strategic objectives, within an organisation of a comparable scope and complexity.

Experience of developing and sustaining a culture that meets the needs of and engages with customers and staff within an inclusive, open and high-performing environment.

Demonstrable evidence of applying creative and business like approaches to managing demand for services to deliver cost effective and efficient outcomes.

Demonstrate the capability and capacity for critical thinking and ability to apply this insight in a practical and engaging manner.

Qualified to degree level or equivalent qualification or relevant experience.