

## **JOB DESCRIPTION**

**JOB TITLE:** External Relations Communications Officer

**DEPARTMENT:** Ministry of External Relations, Government of Jersey

**REPORTS TO:** Senior External Relations Officer

**GRADE:** Grade 10

### **BACKGROUND**

The Ministry of External Relations is responsible for Jersey's external relationships, working to maintain and advance the Island's constitutional, political, economic, cultural and environmental links with international partners. The Ministry's aim is to promote and protect Jersey's positive international identity and external influence.

The Ministry's main responsibilities include managing Jersey's relationships with other jurisdictions, working with States of Jersey Departments on external policy, and coordinating policy matters that have international implications.

The UK's recent vote to leave the European Union has increased the need for engagement with the UK to ensure Jersey's interests are appropriately represented and that a positive outcome is achieved for Islanders and businesses. Equally, post-Brexit Jersey will focus on developing strong and sustained relations with international partners. This is particularly true for emerging world economies and target non EU markets, such as Gulf Cooperation Council (GCC) countries, in China, Asia and Africa, where Jersey is looking to grow its relationships across a full range of policy areas.

The Ministry of External Relations has a key role to play in this regard, as a catalyst and enabler for growth, particularly in areas such as commercial trade and investment.

### **PURPOSES OF THE JOB**

- To create, implement and oversee communications activity within the Ministry of External Relations, including extensive use of social media, to effectively promote Jersey's international identity and protect its external interests.
- To operate as part of a wider communications effort team across the Government of Jersey.
- To coordinate activity across government to ensure a joined-up and cohesive communications approach to External Relations issues.

### **PRINCIPAL ACCOUNTABILITIES**

- Develop and refine a comprehensive communications strategy for the Ministry of External Relations with particular focus on the Island's response to Brexit.
- Provide effective advice to Ministers, senior officials and others who will be reliant upon the post-holder's judgement and experience to achieve objectives.

- Use a variety of communication and creative concepts that ensure public and stakeholder engagement with government across a range of policy initiatives, consultations and dissemination and collation of information.
- Promote the use of social media and support the Minister for External Relations and Ministry officials in its effective implementation.
- Prepare speeches, speaking notes, answers to questions from States Members, members of the public and others as well as prepare responses to FOI requests as required.
- Pro-active briefing of Ministers and senior officials on trends and current issues in the media and elsewhere that will be likely require a response from government.
- Work corroboratively and support the Ministry's offices in Brussels, London and Caen.
- Maintain the Ministry of External Relations online presence.
- Undertake focussed research at the direction of senior officials.

## **KNOWLEDGE AND EXPERIENCE**

The postholder should:

- Be educated to degree level (preferably 2.1 or higher) in any academic discipline.
- Have at least 2 years' relevant experience working in journalism, public relations or marketing.
- Demonstrate excellent written and verbal communication skills.
- Exhibit proven competency in the use of social media and blogs.
- Be able to distil complex information into concise text for use by Ministers, the media and others.
- Demonstrate political shrewdness and demonstrate sound judgment.
- Communicate, persuade and influence effectively, being able to confidently deal with Ministers, senior officials and journalists both in Jersey and abroad.
- Have proven ability to deliver projects on time and under pressurised conditions.

## **ORGANISATION**

The post holders will work with senior management in a small team, as part of the Ministry of External Relations.