

## **COMMUNICATIONS OFFICER**

Join us to help shape and influence thinking on privacy and personal information matters, both locally and internationally.

The Jersey Office of the Information Commissioner is an independent statutory authority and our mission is to promote respect for the private lives of individuals through ensuring privacy of their personal information.

We are seeking an engaging and creative Communications Officer to raise the profile of the office and messaging to existing and new audiences. As part of this, you will help develop facilitate engaging communications online and offline to increase the understanding of Data Protection and Freedom of Information Laws, in ways geared to a digital age.

As Communications Officer you will be instrumental in creating, developing and exploring fresh opportunities for us to work towards educating islanders about their information rights, and organisations to be aware of their responsibilities.

The role will also help to foster innovative mechanisms to communicate off island, including international journals, conferences and networks.

The role will involve significant cross-departmental work and will expose you to the full range of communication disciplines and work closely with other organisations. The Communications Officer acts as a brand Ambassador for the Commission.

### **SPECIFIC REQUIREMENTS**

- Proven work experience within a media/communication role
- Proven experience in identifying target audiences and creatively devising campaigns that engage, educate and motivate
- Hands-on experience with web content management tools, for example Umbraco and WordPress
- Up-to-date knowledge of the latest digital marketing trends and best practices in online marketing and measurement
- Superb written and verbal communication skills in order to communicate effectively both internally and externally
- Ability to assimilate, analyse and summarise written material quickly



## INNOVATION

- Create and execute targeted campaigns, awareness raising and events designed to raise our profile and achieve our promise
- Identify and organise networking and profile-raising opportunities for the Commission with current and prospective clients
- Brainstorm new and creative strategies
- Produce valuable and engaging content for OIC's website that attracts and resonates with our target groups



## ORGANISATIONAL SKILLS

- Prepare and co-ordinate guidance material on Data Protection and Freedom of Information law and practice in line with the Commission's culture and public brand
- Develop, manage, moderate and update the OIC website and various social media platforms in line with the Commission's culture and brand
- Co-ordinate strategic educational events and opportunities for all ages on personal information
- Track the effectiveness of campaigns and present qualitative and quantitative summaries and report to the management team



## TEAM

- Work with the team to manage relationships with the media and proactively seek out the most appropriate platforms for media coverage
- Work collaboratively with other departments, organisations and groups within the team and across the organisation in the interest of developing high quality work products
- Recognise the value of teamwork and be an effective contributor to the team that drives desired results



## BRAND

- Help to develop the Commission's external brand and presence on Island and globally
- Strengthening the Commission's brand through all mediums inclusive of social media, newsletters, media releases and presentations
- Lead in developing informative news articles
- Communicate clear, convincing and timely messages
- Communicate effectively using two-way communication through excellent verbal, written, and listening skills

## BASIC INFORMATION

- Reporting to: Communications & Operations Manager
- Hours: 37 hours a week
- Salary: £40,000 - £45,000

