



Role:	Communications Officer
Reports to:	Head of Communications and Digital
Grade:	3 (£22,000 – £37,059)
Purpose of the role:	To support the Jersey Financial Services Commission's (JFSC) Communications and Digital team with drafting and issuing press releases, organising events, monitoring news and social media, issuing internal communications, assisting with brand management, producing webinars and updating digital channels.

Key deliverables and accountabilities:

- › Supports the Communications and Digital team with preparing and issuing press releases and statements, liaising with local, national and international media agencies, assisting with enquiries and interview requests
- › Monitors media, events and social media for specific news coverage and/or communications opportunities/developments relating to the JFSC or affecting Jersey's reputation as an international finance centre, collates press clippings and produces analysis
- › Compiles information for internal and external distribution under the direction of the JFSC Chairman, Director General and/or other Commissioners, Directors, Head of Communications and Digital or business units as appropriate
- › Assists with producing and circulating internal communications for staff, updating and removing content on the intranet, and organising staff briefings and events
- › Works with the Communications team to assist with communicating internally and externally about JFSC projects and achievements
- › Assists with planning and managing JFSC events, seminars, webinars, other outreach and internal training sessions, including liaising with suppliers, spokespeople and attendees
- › Researches and plans for communications activities surrounding the JFSC's annual programme of events
- › Produces creative and innovative presentations and content for internal and external use at JFSC and third party events
- › Updates, uploads and removes content on JFSC digital channels, including website, social media channels (LinkedIn, Twitter, Facebook and Instagram) and staff intranet
- › Produces digital content, such as animations, and assists with organising and overseeing photo and film shoots
- › Assists with outreach and public awareness campaigns, including supporting Government of Jersey and initiatives for the Jersey Fraud Prevention Forum
- › Provides administrative support including fielding phone and email enquiries, producing marketing/communications materials, managing photo library and brand materials, overseeing presentation set-up, updating databases, managing online filing using the organisation's information management system
- › Provides communications support to other JFSC teams on request
- › Adds new events to event management booking websites and looks after event related enquiries

- › Assists with all aspects of JFSC brand management, including but not limited to creating Microsoft templates (Word, PowerPoint, Excel) and monitoring internal and external use of brand assets
- › Assists with compilation and proofreading of documents
- › Liaises with suppliers to source quotes, design and production of marketing material/merchandise and digital content
- › Assists the team with planning, including updating the communications campaign plan, contributing to the annual strategy session and ensuring relevant process notes are developed and adapted as required
- › Performs any other reasonable duties as directed.

Critical competencies:

- › Achieving excellence (Foundation)
- › Communicating effectively (Intermediate)
- › Demonstrates expertise (Foundation)
- › Planning and organising (Foundation)
- › Reliability (Foundation)
- › Results orientated (Foundation)

Knowledge and experience:

- › A degree (or equivalent qualification) in a Marketing/Communications related subject is desirable
- › Practical experience in communications essential
- › Knowledge of the finance industry, desirable but not essential
- › Experience in digital communications, including LinkedIn, Twitter, Facebook, Instagram and use of website content management systems
- › Knowledge of IT applications and systems (including Microsoft Office products e.g. Word formatting, PowerPoint presentations, Microsoft SharePoint)
- › Knowledge of and experience using Creative Suite (InDesign, Illustrator, Photoshop) desirable but not essential.

Other significant role requirements:

- › Excellent written and oral communication skills
- › Highly organised with attention to detail
- › Ability to work as part of a team, while being self-motivated and able to work on own initiative
- › Ability to prioritise multiple tasks effectively and in a high-pressured environment
- › Creative and flexible approach to work.