

JOB DESCRIPTION AND EMPLOYEE SPECIFICATION

JOB TITLE:	Communications Officer
RESPONSIBLE TO:	Chief Communications Officer
HOURS:	Flexible (min 25 hours/week)
SALARY:	~ £35,000 FTE (dependent on agreed hours and experience)

OVERVIEW

The Data Protection Authority (“the Authority”) is the independent data protection regulator, responsible, through the Office of the Data Protection Authority (“the ODPA”), for the implementation and operation of the regulatory function under the Data Protection (Bailiwick of Guernsey) Law, 2017 and the European Communities (Implementation of Privacy Directive) (Guernsey) Ordinance, 2004. This involves enabling the public to exercise their rights under the legislation as well as supporting organisations in the public, private and third sectors to comply with its requirements. The ODPA is overseen by the Data Protection Commissioner (“the Commissioner”).

PURPOSE OF POST:

The Communications Officer provides professional communications expertise and support in specialist areas including media relations, event management, internal communications, online content, publication production, campaign management and internal/external training.

The Communications Officer will contribute to raising awareness of information rights and obligations and championing knowledge management.

The postholder will contribute to a culture of effective communications and evaluation and response across the ODPA. All employees must be able to perform a variety of tasks and support each other to ensure all essential tasks are completed. Team members must be flexible and able to respond quickly.

KEY RESPONSIBILITIES

- Plan and deliver a full range of communications activities and initiatives in-line with ODPA Communication Strategy, with a key focus on creating positive cultural/behavioural change.
- Assist with delivery and review of ODPA Communications Strategy and Strategic Plan.

- Develop creative ways to engage people with their legal obligations or raise awareness of people's rights.
- Keep up to date with current research on young people's understanding of personal data and their rights.
- Pay attention to any changes globally with respect to how children's data is looked after and/or their rights protected.
- Provide assistance with print, broadcast and social media handling advice and coaching to senior ODPA staff.
- Encourage proactive engagement with the Bailiwick of Guernsey Data Protection Association (BGDPA) in-line with the ODPA Strategic Plan.
- Develop, implement and monitor channels and projects, for example, research, publications, events, internal content, online content, media, campaigns etc. in line with corporate identity and Communications Strategy.
- Working with regulated community business groups and associations on ensuring relevant messages reach their audiences.
- Produce, advise on and edit a wide range of communications materials; identify and fill gaps (e.g., adverts, online content, podcasts, publications, speeches, internal communications etc).
- Support wider ODPA corporate projects by contributing to the planning, design, implementation and evaluation of communication elements.
- Foster good working relationships with suppliers, stakeholders, journalists, press officers, peers etc.
- Effect internal and external partnership working supported by confident presentation of ideas, project plans and updates to departmental, senior executives, corporate and external audiences.
- Assist with management and delivery of ODPA social media presence, newsletters, website and events.
- Assist with the development and implementation of systems, policies and procedures to monitor, edit and improve the ODPA's website (including content, navigation and structure).
- Assist with the structure of the website and provide advice to those developing material about where to position the content on the site.
- Assist with anticipating and developing user journeys to the content.
- Investigate opportunities for internal and external training initiatives and implement/coordinate as required.
- Continue professional development and attend meetings, conferences and training from time to time locally and the UK, with some opportunity for European travel.
- When required act as Press Officer – providing a proactive and reactive print, broadcast and social media relations service, including briefing, distribution, monitoring and

evaluation.

The above responsibilities cannot fully encompass all that is required of the post holder. It is expected that the post holder will undertake such other duties and responsibilities commensurate with the salary band and nature of the post. This job description is non contractual and may be changed, replaced or amended from time to time to meet the needs of the ODP.

PERSON SPECIFICATION

This role will require a criminal records check, namely a 'Standard Check' as part of the ODP's recruitment process. These checks are processed by the Disclosure and Barring Service and will be conducted after selection.

A candidate should demonstrate the following qualifications, skills, competence and/or qualities.

Essential Requirements:

- Degree or relevant professional qualification (or relevant demonstrable extensive experience) such as:
 - BA or BSc in media, communication management, public relations, graphic design, marketing, journalism or equivalent;
 - Professional accreditation of CIPR, CIM, or CAM; or
 - Specialist knowledge of communications fields of relevance to the post including experience of in-house national press office, including proactive and reactive media relations, distribution, monitoring, briefings, and evaluation, including broad knowledge of print, design and production methods.
- Excellent written communication skills, including: an interest and/or skills in graphic design/animation/audio & visual production and editing; a Plain English approach to explaining complex concepts clearly and with respect for the reader.
- Knowledge or interest in behavioural science/psychology.
- Experience of creating web content and using corporate social media accounts along with up to date and in-depth knowledge of social media and online communications design, functionality, technical applications, information architecture, and navigation.
- Proven organisational skills, and the ability to coordinate and plan projects, such as supplier and event management.
- Ability to juggle conflicting and changing priorities to meet deadlines.
- Creative approach with problem solving skills.

Desirable Requirements:

- Experience or knowledge of Microsoft Power Apps Portals CMS.

- Knowledge of public affairs management including the workings of Whitehall, Westminster and local, national and EU Government bodies and other associated public authorities.
- Broad knowledge of communication fields and how they interact (e.g., evaluation, online content, internal communications, campaigns, print, broadcast and social media).
- Proven ability to plan and manage internal and online communications projects including external suppliers.
- Political awareness and understanding, good judgement and decision making and ability to handle sensitive issues effectively.
- Adaptable communicator with the ability to communicate complex problems in clear, relevant and concise ways.
- Excellent interpersonal skills - confident and persuasive with excellent negotiating skills.
- Ability to deal with a demanding workload and able to switch priorities at short notice.
- Experience with standard Microsoft Office IT package, including Power Apps Portals CMS.