



Job Description: JOA Communications and Engagement Officer

Location: Jersey Overseas Aid, St Helier Town Hall, Jersey

Level of Effort: 40% (average 2 days a week) with significant flexibility possible

Salary Range: £37,500 - £49,400 equivalent (to be pro-rated at 40%), subject to experience

Status Required: Entitled to Work

About the Role

JOA is looking for a creative and enthusiastic person to join our small team to help shape and deliver our communications activities and public engagement. You will be responsible for developing and implementing a communications strategy to support JOA in meeting its objectives, which include raising understanding in Jersey about aid and development, facilitating local efforts to alleviate poverty internationally, and enhancing Jersey's profile as a responsible global citizen and force for good in the world.

In general you will help increase public knowledge about aid within Jersey and increase global knowledge of Jersey's aid outside it. This will involve working closely with JOA's staff and partners, including charities and UN agencies in our target countries. We're looking for someone with a track record in communications and public engagement who can bring new ideas for engaging with the Jersey and UK public. You don't have to know much about the humanitarian and international development sectors to begin with, but you should be passionate about the work we do and ready to travel and learn. There may be a few occasions (crises, foreign trips) when we'll need you to drop everything, but the job is part time with significant flexibility available.

Duties and Responsibilities

- Lead the development of a communications and outreach strategy
- Design and conduct campaigns to raise awareness and understanding of JOA's work amongst the Jersey public and international audiences
- Manage an information-gathering exercise on Jersey public attitudes towards overseas aid
- Increase engagement and reach on social media platforms
- Collaborate with JOA partners to raise the profile of JOA-funded projects
- Coordinate outreach events (workshops, lectures, school engagement, exhibitions etc.) to share information and engage the Jersey public, media and other interested parties
- Set up Press Conferences and briefings

- Brief and prepare the Minister, Commissioners and JOA staff for interviews and media exposure as required
- Build up a library of materials, photos, information packs and publications for JOA use with different audiences
- Manage the selection of a design agency; commission and oversee development of assets such as animations and graphics
- Co-ordinate the production of information materials such as the annual report, newsletters and other publications
- Co-ordinate the re-design of JOA's website, update and maintain it
- Respond to media enquiries and draft topical articles and op-eds for Jersey and UK press
- Liaise with the Minister, States Members, the Government and States of Jersey
- Answer and engage with enquiries from members of the public
- Perform other related duties, as required

Required Skills and Attributes

- Strong communication (verbal and written) skills
- Ability to network and liaise effectively with a wide range of individuals
- A good eye for images and content, as well as the ability to translate information about real world issues and JOA-funding initiatives into sharp, engaging content
- An interest in humanitarian and development issues
- Politically astute
- Good drafting and editorial skills
- Good computer skills and a knowledge of communications tools, including various social media platforms
- Willingness to travel (up to 4 weeks per year)
- Good co-ordination and organisational skills

Previous experience in communications or journalism is essential, although a professional qualification or degree isn't. You must also be legally entitled to live and work in Jersey.

How to apply

Potential applicants are invited to submit a cover letter and CV to t.lebas@joa.je. The deadline for applications is Friday 30th April. Shortlisted candidates will be invited for interview and may be asked to complete a short presentation as well.

Additional Information

Jersey Overseas Aid (JOA) is an international aid organisation that has been providing life-changing assistance to people in developing countries since 1968. Funded by the States of Jersey, JOA's mission is 'To translate the generosity, skills and compassion of the people of Jersey into effective assistance for the world's neediest people'. JOA engages in four key areas of work, (i) international development projects; (ii) humanitarian response; (iii) Jersey charities working overseas; and (iv) local outreach. Its annual budget is around £12m.

Jersey Overseas Aid Objectives

- A. To promote sustainable economic and human development in some of the poorest countries in the world**
 1. Jersey-funded projects make a measurable and lasting contribution towards the Sustainable Development Goals
 2. Jersey-funded projects build the capacities of other actors to reduce poverty and suffering

- B. To provide timely humanitarian assistance to victims of natural and manmade disasters**
 3. Jersey supports the emergency programming of the best international relief agencies
 4. Jersey supports the effective coordination and efficient operation of the international humanitarian system

- C. To facilitate the efforts of individuals and organisations in Jersey to provide assistance to the world's poor**
 5. JOA provides opportunities for Islanders to pursue projects and work (paid or voluntary) in international development
 6. JOA promotes understanding and disseminates knowledge in Jersey about international relief and development
 7. JOA builds the capacity and reputation of Jersey-based development-oriented organisations through close coordination and privileged partnerships
 8. JOA engages with Jersey Charities, regulators and donors to ensure charities follow high standards of good practice

- D. To enhance Jersey's international personality as a responsible global citizen and force for good in the world**
 9. JOA actively and positively engages with developing country governments, UN Agencies, charities and other donors
 10. Jersey's aid programme is widely known and highly reputed
 11. JOA is engaged with public and private sectors, charities and individuals to develop and coordinate philanthropy on the Island