

# JOA Communications Officer

**Location:** St Helier Town Hall, Jersey

**Hours:** 0.6 FTE (3 days per week)

**Salary:** Pro-rata (based on £65,000 [FTE])

**Reporting to:** Executive Director

**Key relationships:** JOA Chair & Minister for International Development, JOA Commission, JOA Programme & Operations Team, Ministerial Support Unit, Government Communications, External Relations

**Date:** 5<sup>th</sup> January 2026

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## Role Purpose

Jersey Overseas Aid (JOA) is the Island's official, publicly-funded aid and development agency and has the mission of translating Islanders' generosity, skills and compassion into effective assistance for the world's most vulnerable people. Classified as a specified organisation, JOA is an independent body and a separate legal entity from the Government of Jersey although works closely with, and benefits from, various Government department and services.

The Communications Officer will lead the development and delivery of all Jersey Overseas Aid's communications and stakeholder engagement activity, protecting and enhancing the organisation's reputation and public trust.

The role includes the provision of expert, politically sensitive communications advice to senior leadership and the Chair - who also serves as the Minister for International Development. Additional duties include the management of proactive and reactive stakeholder engagement and ensuring the quality of all information about JOA's work, impact and priorities is maintained and delivered at the right time.

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## Key Responsibilities

### Strategic Communications & Planning

- Lead the development, implementation and evaluation of JOA's communications strategy and annual communications plans.
- Ensure alignment with wider Government of Jersey strategic objectives and communications standards.

- Horizon scan for political, reputational and operational risks and advise on mitigation strategies.

## **Public Communications & Campaign Delivery**

- Develop and deliver high-quality content across all owned channels including the JOA website, social media, newsletters and annual report.
- Plan and deliver communications campaigns, public engagement initiatives and events.
- Use data analytics to measure the impact of communications, and insight from that data to continuously improve performance and value for money.

## **Media Relations & Reputation Management**

- Manage all proactive and reactive media relations.
- Act as the organisation's lead on reputational risk and crisis communications, including the drafting of statements and reactive lines.
- Prepare senior leaders and the Minister for media engagements.

## **Ministerial & Senior Stakeholder Support**

- Provide expert communications advice to the Chair of JOA (who also acts as Minister for International Development), JOA Commission and Executive Director.
- Prepare briefing packs, talking points, media lines and background materials for high-level meetings, visits and events.
- Ensure politically sensitive communications are handled appropriately and in coordination with Government.

## **Coordination of work with Government**

- Lead coordination with Government Communications Service, Ministerial Support Unit, External Relations, and other departments to ensure message consistency and timing.
- Maintain oversight of emerging issues that may impact JOA's reputation or delivery.
- Advise on communications implications of policy and operational decisions.

## **Person Specification**

Category	Essential	Desirable
<b>Qualifications / Professional Background</b>	Degree (Level 6/7) in communications, public relations, journalism, marketing or a related discipline, or equivalent professional experience. Professional training in media handling, strategic communications or public sector communications (or willingness to undertake).	Professional membership of a relevant body (e.g. CIPR, CIM).
<b>Experience</b>	Minimum of 5–7 years' experience in communications, media, PR or journalism. Experience working in politically sensitive or public sector environments. Proven experience delivering communications strategies and campaigns. Experience managing media enquiries and reputation-related issues. Experience preparing briefings for senior stakeholders or Ministers.	Experience in international development, humanitarian or third-sector communications. Experience working directly with Ministers or senior political stakeholders.
<b>Skills &amp; Competencies</b>	Excellent written and oral communication skills. Strong political awareness and professional judgement. Ability to work under pressure and manage multiple priorities. Strong stakeholder management and relationship-building skills. Ability to analyse data and evaluate the impact of communications activity.	Familiarity with Government of Jersey standards of conduct and communications protocols.