

<b>Department:</b>	Policy, Economy and Corporate Services	<b>Section:</b>	Communications
<b>Reports to:</b>	Director of Policy, Economy and Corporate Services		
<b>Grade:</b>	Falkland Islands Government Grade - B	<b>Job Code:</b>	615HC1
<b>Overall Purpose of the Role</b>			
<p>The Head of Communications leads a small team and has overall responsibility for the proactive and effective management of internal and external communications, including media and public relations for the Falkland Islands Government (FIG) public service. In this critical role, you will provide expert advice and develop comprehensive communications strategies related to key government issues. You will also be responsible for managing an annual public diplomacy programme, in partnership with the UK Foreign Commonwealth &amp; Development Office. This position requires a high degree of autonomy and judgement and works directly with the Chief Executive, Corporate Management Team and elected officials.</p>			
<b>Key Role Activities</b>			
<ul style="list-style-type: none"> <li>• Manage the Communications and Media Office to ensure an integrated and effective communications service; including line management of the Communications and Media Relations Assistant and oversight of the FIG Intranet.</li> <li>• Develop and implement proactive PR and media strategies and plans, including digital outputs and channels, to support the short, medium and longer term aims and objectives of FIG.</li> <li>• Advise on responsive tactics to manage sensitive reputational issues as they arise, develop communications plans and act as key resource to the lead Directors and/or agencies.</li> <li>• Act as strategic advisor and provide support to MLAs and Directors on international public diplomacy and media matters.</li> <li>• Draft articles and other content for placement in news outlets, journals or online publications on matters of importance to the Falkland Islands, and/or identify suitable subject matter experts to provide this service.</li> <li>• Working to tight timelines, develop press releases, public service announcements, briefings, speeches and key lines (proactive and reactive) to take on matters critical to the government or community interest.</li> <li>• Liaise with media to arrange interviews with Government spokespersons including background briefings, question priming and feed-back sessions;</li> <li>• Act as government spokesperson when appropriate.</li> </ul>			

## Key Role Activities continued

- Develop and maintain strong relationships with key business and political influencers, including the UK Foreign, Commonwealth and Development Office, British Embassies in South America, Government House and British Forces South Atlantic Islands.
- Ensure that all press accreditation protocols for visiting journalists are observed and that there are measures in place to deal with potential breaches.
- Maintain strong relationships with local and international media outlets.
- Provide advice to FIG senior officials and the civil service to develop and maintain robust and up-to-date internal communications strategies and lead on the continuous improvement of FIG's staff intranet.
- Lead on the redevelopment and continuous improvement of FIG's public website.
- Work collaboratively with Gilbert House staff responsible for political communication and public engagement.
- Advise on Directorate communications strategies, including liaising with the Policy Department on consultation planning and communications.

***The job description is not an exclusive or exhaustive definition of your duties. You shall undertake such additional or other duties as may reasonably be required by FIG commensurate with your role and grade.***

## Additional Information

The incumbent will be regularly be party to sensitive and confidential information, whilst at the same time acting as FIG's primary media spokesperson. This requires a high level of judgement and discretion.

Person Specification:	Head of Communications		
Criteria	Essential	Desirable	Assessment Method
<b>Knowledge, Skills &amp; Experience</b>			
At least 7 years' relevant work experience with at least 5 years working in a public relations, media, communications and/or marketing role	✓		A/I
High degree of national and international political awareness and ability to quickly develop an in-depth understanding of Falkland Islands political context	✓		A/I/R
Experience in the strategic development, management and evaluation of communications campaigns, including budget and resource management	✓		A/I
Demonstrable experience in the use of digital platforms for public relations, including social media, web content, digital diplomacy	✓		A/I/R
Demonstrable ability to write fluently, succinctly and persuasively for a range of audiences with limited preparation	✓		A/R
Excellent verbal communications and presentation skills	✓		I/R
Strong interpersonal skills and an ability to establish credibility and positive relationships with senior politicians, the media and the public	✓		I/R
Proficient use of Microsoft Office and digital communications tools	✓		A/I/R
Excellent ability to manage communications around sensitive political and reputational issues	✓		I/R
Capacity to multi-task and prioritise workloads, including resolving conflicting priorities	✓		I/R
Demonstrated ability to build rapport and use professional skills to change the attitudes of peers and stakeholders	✓		I/R
Demonstrated ability to work both in teams and independently, and to build effective working relationships	✓		I/R
Experience in managing a small staff team	✓		A/I/R
Proficiency in written and verbal Spanish, preferably with a recognised qualification (A-Level or superior) or equivalent demonstrable proficiency (or ability to obtain in a reasonable period)		✓	A/I
Knowledge of behavioural psychology and its application to influencing public opinion		✓	I/R

Person Specification:	Head of Communications		
Criteria	Essential	Desirable	Assessment Method
<b>Knowledge, Skills &amp; Experience continued</b>			
Previous experience working in a government or civil service context		✓	A/I
Ability to develop professional-quality audio-visual materials (video clips, images) for dissemination on social media		✓	A/R
<b>Personal Attributes:</b>			
Align with FIGs Core Values – Diverse, Professional, Resilient & Resourceful	✓		A/I/R
A strong desire to increase awareness of the Falkland Islands/FIG and the fundamental right to self-determination	✓		I/R
An ability to see other’s perspectives and to work collaboratively through conflict or differing views	✓		I/R
Creative and able to develop innovative strategies and campaigns	✓		I/R
High degree of discretion and judgement in the handling of sensitive information	✓		I/R
Ability to remain calm under pressure, and work to ever-evolving deadlines as situations develop	✓		I/R
Flexibility and ability to adapt quickly to changing situations	✓		I/R
Demonstrable commitment to high quality service and timely delivery	✓		I/R
Strong leadership qualities and ability to effectively support line-managed staff	✓		I/R
Self-confident and able to defend professional judgement as necessary	✓		I/R
Able to credibly and convincingly represent government positions even when contrary to personal opinion	✓		I/R
Willing and available to work unsocial hours and to be “on call” as situations arise	✓		I/R
<b>Qualifications &amp; Training</b>			
Educated to first degree level in a relevant subject (journalism, communications, public relations, English, public policy or another social sciences discipline) or equivalent experience	✓		A
Valid driver’s licence	✓		A
<b>Note to Applicants:</b> Please ensure that you demonstrate your ability to meet the requirements of the job in your application form by giving clear, concise examples of how you meet each criterion.			

**Method of assessment:** A - Application Form    I - Selection Interview    R – Reference    O - Other